

**GRANT ANALYSIS FORM
OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS**

Department/Division: CITY DEVELOPMENT

Contact Person & Phone No: Bob Harris, x5654

Category of Request

- New Grant
- Grant Continuation
- Change in Previously Approved Grant

Previous Council File No.

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Project/Program Title: Coastal Management Grant - Lakefront Gateway

Grantor Agency: State of Wisconsin Dept. of Administration

Grant Application Date: 10/30/2010

Anticipated Award Date: 7/1/2011

Please provide the following information:

1. Description of Grant Project/Program (Include Target Locations and Populations):

The City of Milwaukee Department of City Development proposes to use Coastal Management Program Funds to create a "Downtown Milwaukee Lakefront Gateway Master Plan". The purpose of the plan is to create a unified vision and detailed urban design concept that will unite the eastern edge of downtown Milwaukee with the recreational and cultural amenities on Milwaukee's lakefront. The context of the plan will focus on improved pedestrian access as well as improved "sense of place" between these amenities. This improved context will also serve to better clarify the entrances to these public assets such as Lakeshore State Park. The plan area will include approximately 1,300 linear feet of lakefront grounds and 21 acres with the boundaries approximating the Calatrava / Wisconsin Avenue pedestrian bridge on the north; the northern boundary of the Henry Maier festival grounds on the south; the western edge of the Wisconsin Municipal Pier on the east; and the west side of Lincoln Memorial Drive including the O'Donnell Park garage and plaza on the west.

2. Relationship to Citywide Strategic Goals and Departmental Objectives:

An effective pedestrian and architectural connection of Downtown Milwaukee and its lakefront has been an elusive goal of the city and region for over a generation. The recently completed 2010 Downtown Plan Update introduces concepts and identifies a Lakefront Gateway as a catalytic project. The City of Milwaukee will work with Lakefront stakeholders to create a plan that will finally weave together downtown Milwaukee, the Lakefront and its cultural and recreational amenities.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs): There will be no fiscal operational impact on other City departments.

4. Results Measurement/Progress Report (Applies only to Programs): N/A

5. Grant Period, Timetable and Program Phase-out Plan: 7/1/11 through 6/30/12

6. Provide a List of Subgrantees: N/A

7. If Possible, Complete Grant Budget Form and Attach to Back.