

May 17, 2004

To the Honorable, the Common Council

Subject: Downtown Streetscape Project  
Public Art Component

Dear Council Members:

Funding has been made available through the Wisconsin Department of Transportation from the Federal Congestion Mitigation/Air Quality (CMAQ) Program for the development of Primary Pedestrian Corridors in the Milwaukee Central Business District. The purpose of this project is to promote walking as an alternative to automobile travel in the downtown area. The Common Council has previously authorized the design of streetscape improvements under this project for portions of East/West Wisconsin Avenue, North Water Street and West Kilbourn Avenue, as well as the construction of streetscape improvements on West Wisconsin Avenue from North 2<sup>nd</sup> Street to North 4<sup>th</sup> Street.

One of the streetscape elements identified in the conceptual design of streetscape improvements to be incorporated into the development of the primary pedestrian corridors is public art. In conjunction with the implementation of streetscape improvements on East Wisconsin Avenue and a portion of North Prospect Avenue in 2004 and 2005, it is proposed to utilize a portion of grant funds for the deployment of the public art component in conjunction with these streetscape improvements.

We have prepared and recommend the adoption of the attached resolution, which would authorize the Commissioner of Public Works to commission an artist to design and install the public art component to be incorporated into the streetscape. Funds previously authorized for this project by the Common Council would be utilized for this work. Grant funds in the amount of \$240,000 would be available for this work, while City matching funds in the amount of \$60,000 would also be utilized.

Very truly yours,

Jeffrey S. Polenske, P.E.  
City Engineer

James P. Purko  
Director of Operations

RWB:lja

## Attachment

complan/resolutions/Downtown Streetscape Project (5-17-04)