

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

Department/Division: CITY DEVELOPMENT  
Contact Person & Phone No: Alyssa Elver, Phone #286-5802

- Category of Request  
 New Grant  
 Grant Continuation  
 Change in Previously Approved Grant

Previous Council File No.

Previous Council File No.

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**Project/Program Title:**

**Grantor Agency:** STATE OF WISCONSIN – WISCONSIN COASTAL MANAGEMENT GRANT

**Grant Application Date:** 11/3/2008      **Anticipated Award Date:** 7/1/2009

**Please provide the following information:**

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

The Erie Street Plaza is a .25 acre site located at 601 East Erie Street, Milwaukee, WI, bound by Erie Street to the east and the Milwaukee River to the west and south.

Through the construction of the Erie Street Plaza, Milwaukee has the opportunity to create a unique landmark with its superior design. The proposed Plaza will highlight the City's most prominent amenity by locating at the Harbor entrance where the Milwaukee, Menomonee and Kinnickinnic Rivers flow into Lake Michigan. In addition to its unique architectural characteristics, the ¼ acre Plaza will offer significant public access to the Milwaukee's Riverwalk System and the Lakefront Trail.

The Third Ward Comprehensive Area Plan, adopted in 2005 and prepared in conjunction with area businesses and residents identifies the location of the proposed Erie Street Plaza as an important open space worthy of special design attention. Therefore, the City of Milwaukee plans to construct a landmark public plaza at the Harbor entrance which will feature a mix of industrial design, native plantings, and an extension of the Riverwalk.

37 international firms responded to a design competition intended to produce ideas for the public plaza that would link the Milwaukee Riverwalk with the Lakefront walk. A jury of nationally-recognized architects and artists gathered community input and chose a design that proposes the development of a sustainable garden intended to resonate with and complement the other uses and features of the Historic Third Ward neighborhood. Wrapped by the frames of the ipe wood Riverwalk and the steel bulkhead, the plaza is a field of interspersed pavers and planted islands of native marsh grasses, lawn and bamboo groves, arranged along a gradient from wet to dry, low to high and indigenous to exotic. The plaza will also provide several benches and seatwalls to allow for multiple and diverse social groupings or solitary retreats.

The construction period is expected to last less than a year and will cost \$850,000. The Plaza will be funded through a Tax Increment District which also covers up to \$7 million of street and Riverwalk improvements along the north shore of the Milwaukee River. The construction of Erie Street Plaza is expected to stimulate further development of the Third Ward near the World Festival Grounds (home to Summerfest).

**2. Relationship to Citywide Strategic Goals and Departmental Objectives:**

Creation of the Erie Street Plaza is defined as a catalytic project for the Historic Third Ward neighborhood in the Third Ward Comprehensive Plan, dated May 20, 2005. The primary goal of the project is to develop, what is currently a parking lot into useable recreational space that will serve the needs of a dynamic community, enhance property values, provide access to the waterfront through construction of a Riverwalk and manage stormwater runoff; all citywide strategic goals.

**3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):**

N/A

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

N/A

**5. Grant Period, Timetable and Program Phase-out Plan:**

GRANT - FROM 7/1/2009 TO 7/31/2010

**6. Provide a List of Subgrantees:**

N/A

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