

MARCUS
PERFORMING ARTS
CENTER

“The common council shall **BALANCE** the public interest in the preservation of the structure, site or district that is the subject of the recommendation and the interest of the owner or others in using the property for his, her or their purposes.”

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e. "Historic, architectural and cultural significance" means the attributes of a district, site or structure that possess integrity of location, design, settings, materials, workmanship and association which consider the following:

e-1. Its exemplification and development of the cultural, economic, social or historic heritage of the city, state of Wisconsin or the United States.

e-2. Its location as a site of a significant historic event.

e-3. Its identification with a person or persons who significantly contributed to the culture and development of the city.





Peck Pavilion Outdoor Theater and landscape berms; Opening 1982
Miller Meier Associates & Architects



Chestnut Grove Precast Benches; Completed 1989
Marcus Center / Milwaukee Concrete Products



Summer Food & Beverage SW Enclosure; Completed 1989
Marcus Center



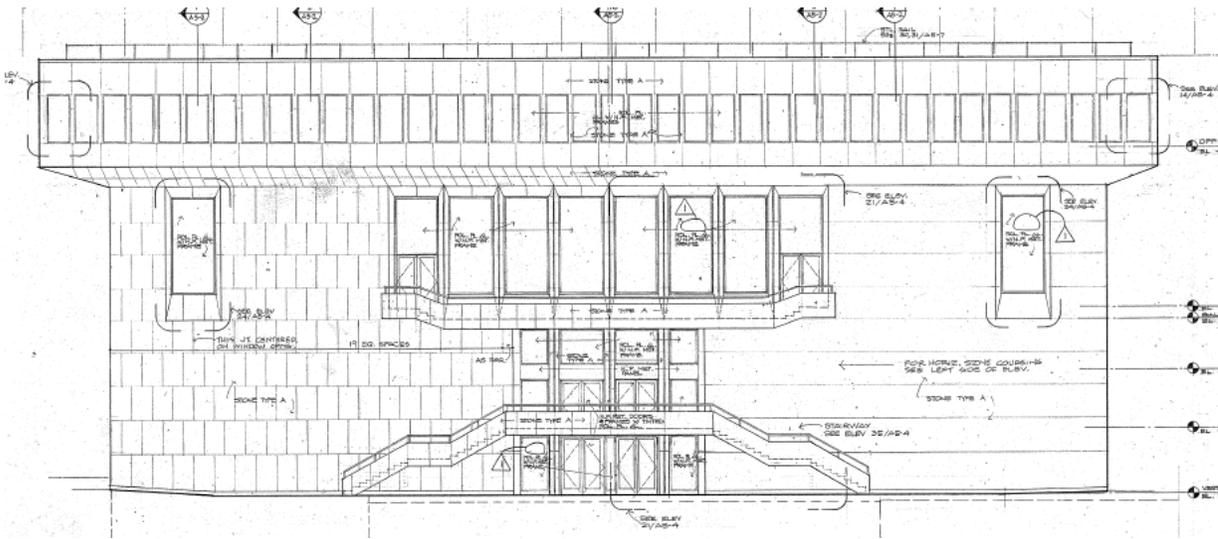
“...If the property has been rehabilitated, the historic materials and significant features must have been preserved...”

National Register Bulletin, chapter VIII (“How to Evaluate the Integrity of a Property”)

Removing all white Italian Travertine marble cladding and replacement with tan limestone and grey granite;
Completed 1994
Engberg Anderson Architects



Removing all white Italian Travertine
marble cladding and replacement
with tan limestone and grey granite;
Completed 1994
Engberg Anderson Architects



Redesign of west exterior stairs; Completed 1994
Engberg Anderson Architects



New Loading Dock Structure and North Colonnade Infill Project, Completed 1995
Kahler Slater Architects



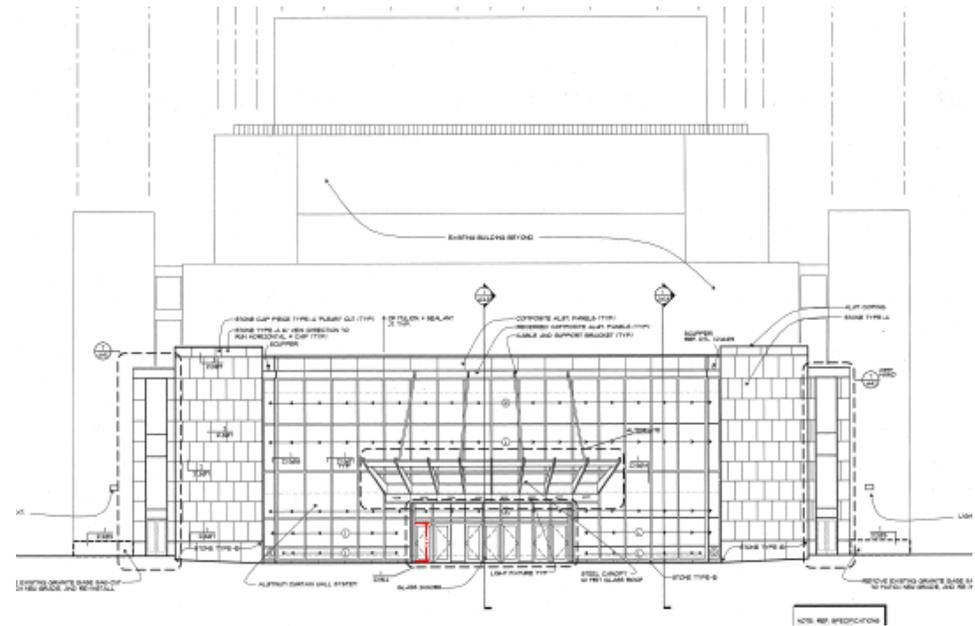
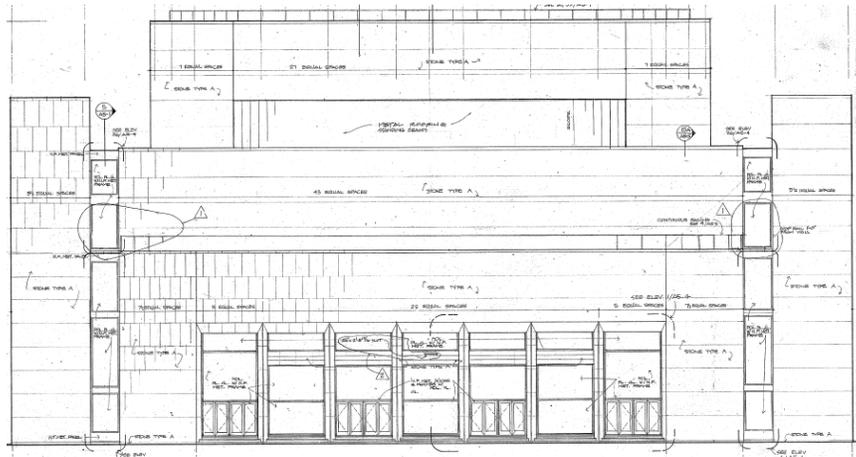
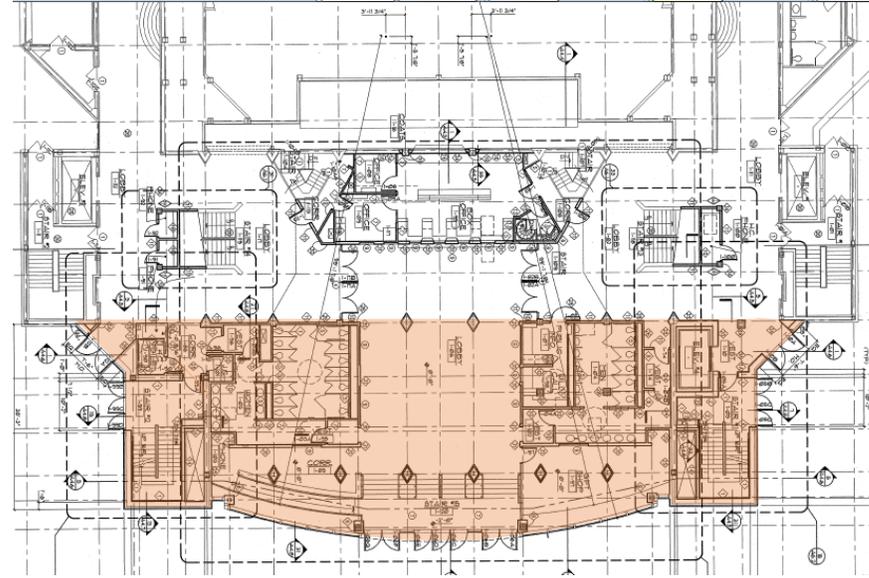
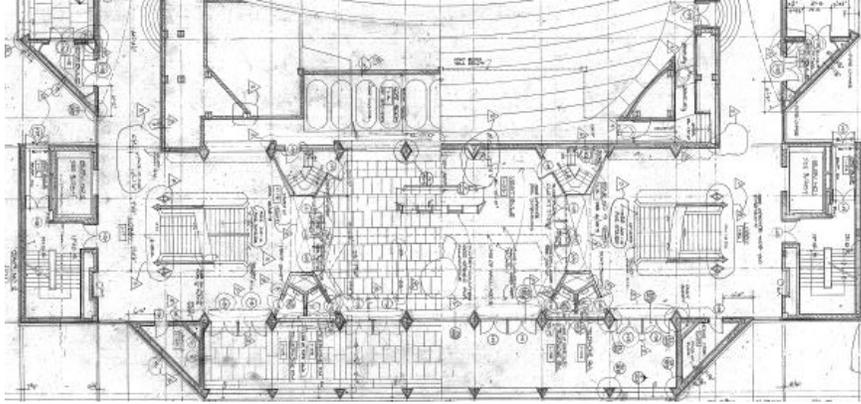
New Loading Dock Structure and North Colonnade Infill Project, Completed 1995
Kahler Slater Architects



East Entry Façade Redesign and Addition; Opening 1996
Kahler Slater Architects



NE and SE banner poles replacing small groves; Completed 1996
Kahler Slater Architects



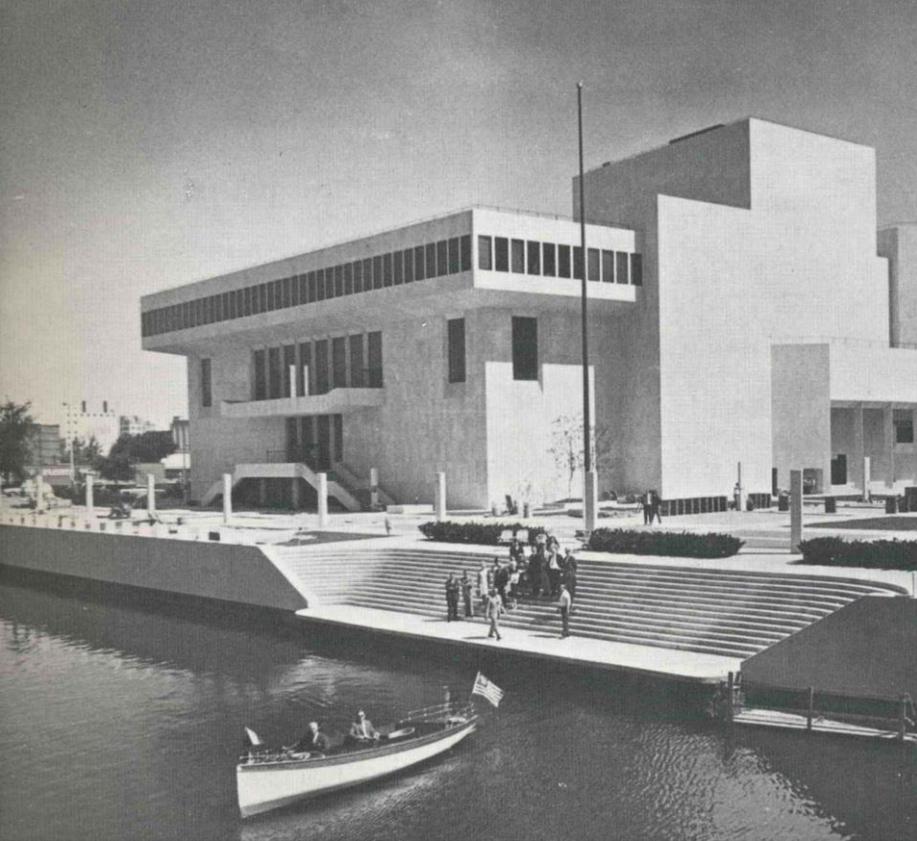
East Entry Façade Redesign and Addition; Opening 1996
Kahler Slater Architects



East Entry Façade Redesign and
Addition; Opening 1996
Kahler Slater Architects



LED Lighting Cantilevered Structures; Completed 1997
Focus Lighting

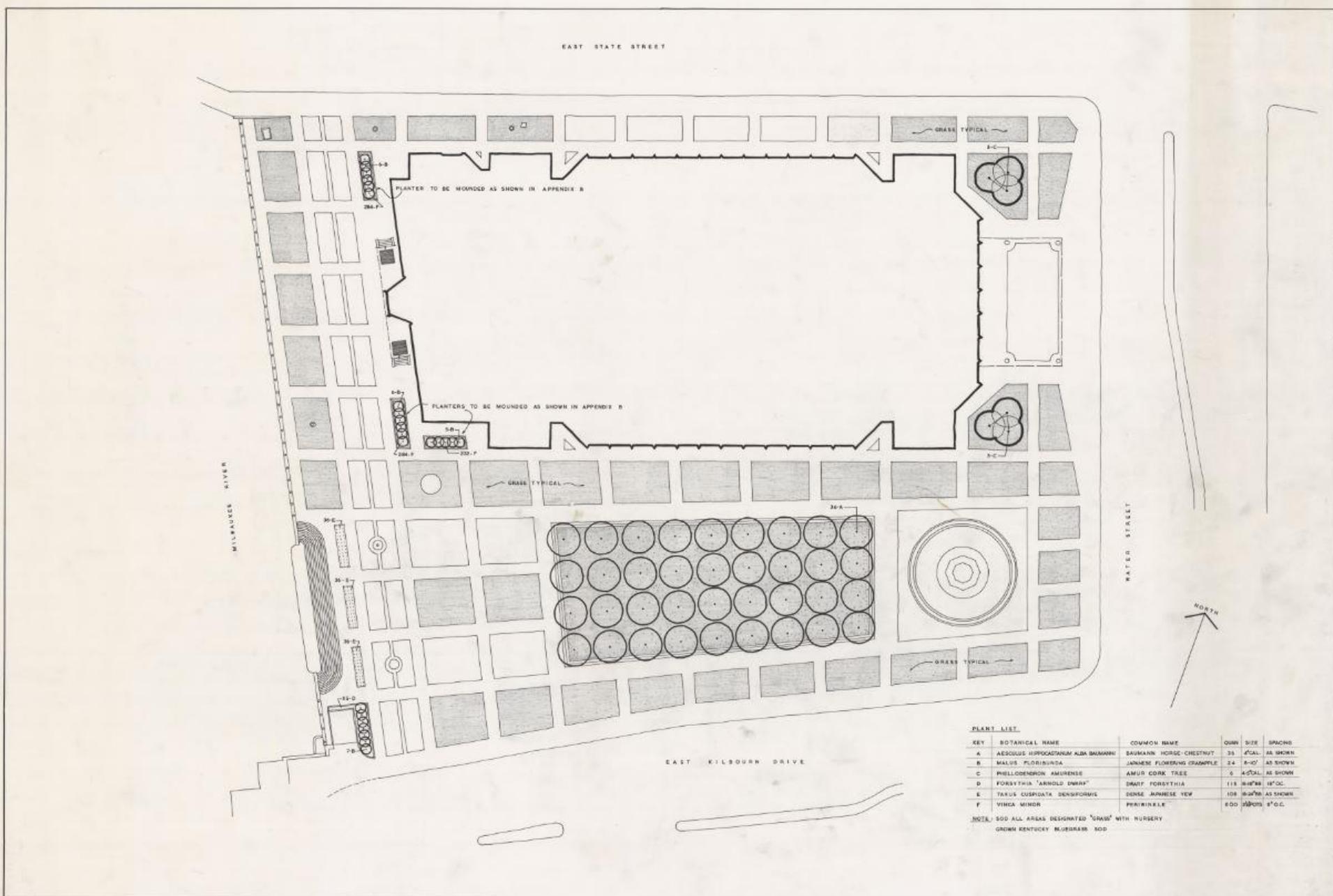


Kidz Stage Riverfront Theater; Opening 2000
Kahler Slater Architects



Vogel Hall Addition and NW Landscape Design; Opening 2016
La Dallman Architects

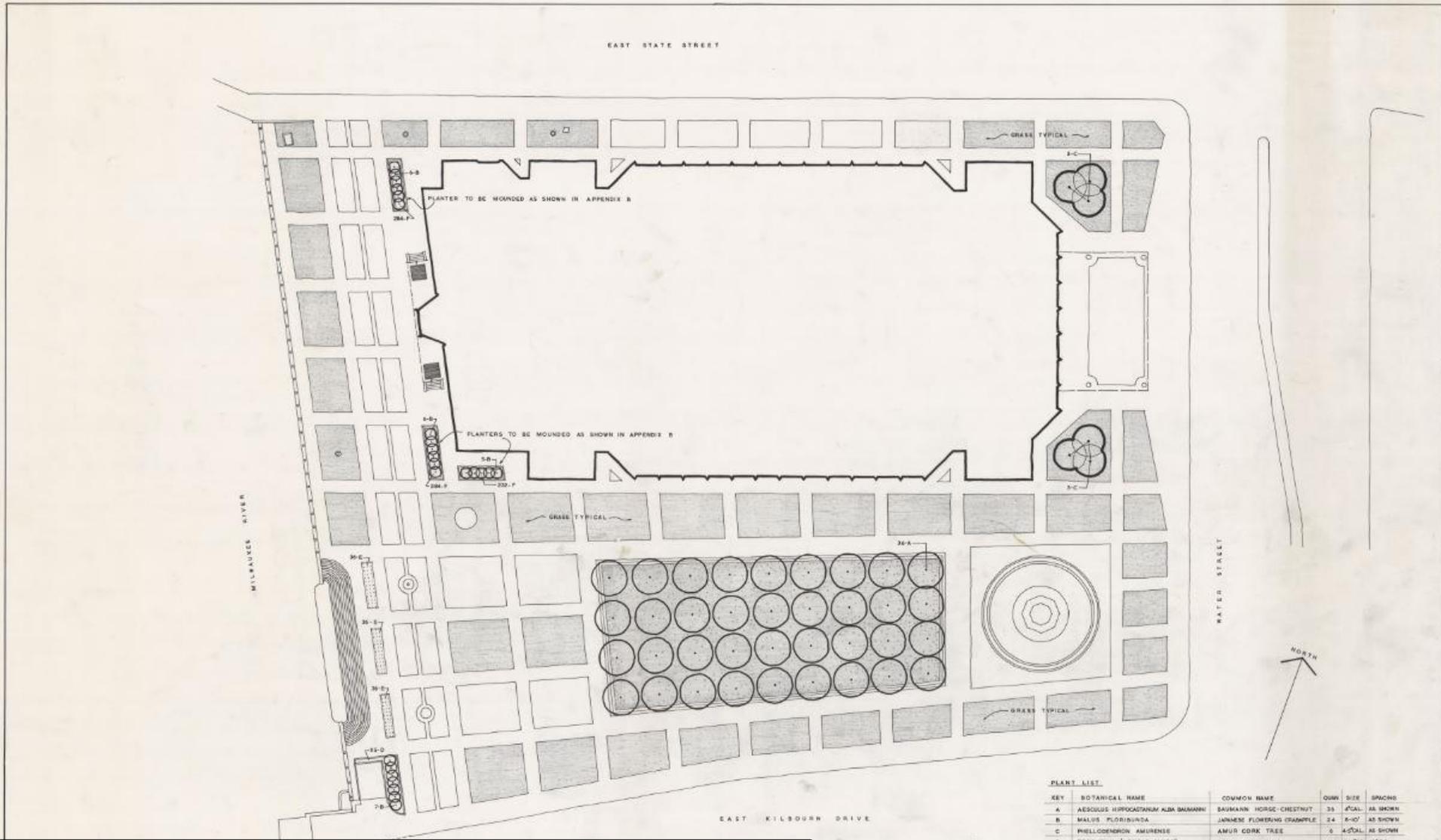




PLANT LIST

KEY	BOTANICAL NAME	COMMON NAME	QTY	SIZE	SPACING
A	AESOLUS HYPOCASTANUM ALBA BALSAMM	SAWMANN HORSE CHESTNUT	35	4'CAL.	AS SHOWN
B	MALUS FLORIBUNDA	JAPANESE FLOWERING CRABAPPLE	24	8'-10'	AS SHOWN
C	PHILODENDRON AMURENSE	AMUR CORK TREE	6	4'-5'CAL.	AS SHOWN
D	FORSYTHIA 'ARNOLD DWARF'	DWARF FORSYTHIA	118	18"DBH	18"OC.
E	TAXUS CUSPIDATA BENSCHPOMUS	DENSE JAPANESE YEW	108	18"DBH	AS SHOWN
F	VINCA MINOR	PERIWINKLE	800	18"DBH	8"O.C.

NOTE: SOO ALL AREAS DESIGNATED "GRASS" WITH NURSERY GROWN KENTUCKY BLUEGRASS SOO



PLANT LIST

KEY	BOTANICAL NAME	COMMON NAME	QTY	SIZE	SPACING
A	AESCHULE HIPPOCASTANUM ALBA BUNNEN	SAWMANN HORSE CHESTNUT	35	4'-0"	AS SHOWN
B	MAUIS FLORIBUNDA	JAPANESE FLOWERING CRAMPLE	24	8'-0"	AS SHOWN
C	PHILODENDRON AMURENSE	AMUR CORK TREE	6	4'-0"	AS SHOWN
D	FORSYTHIA 'ARNOLD DWARF'	DWARF FORSYTHIA	118	18" x 18"	18" OC.
E	TAXUS CUSPIDATA BENXIFORMIS	DENSE JAPANESE YEW	108	18" x 18"	AS SHOWN
F	VINCA MINOR	PERIWINKLE	800	18" x 18"	8" O.C.

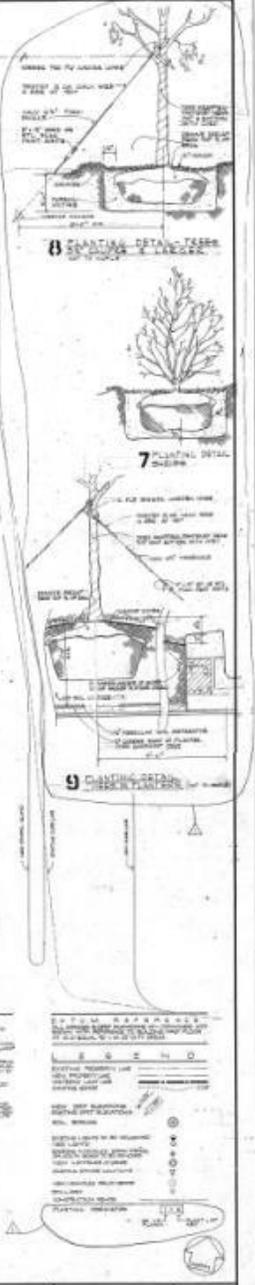
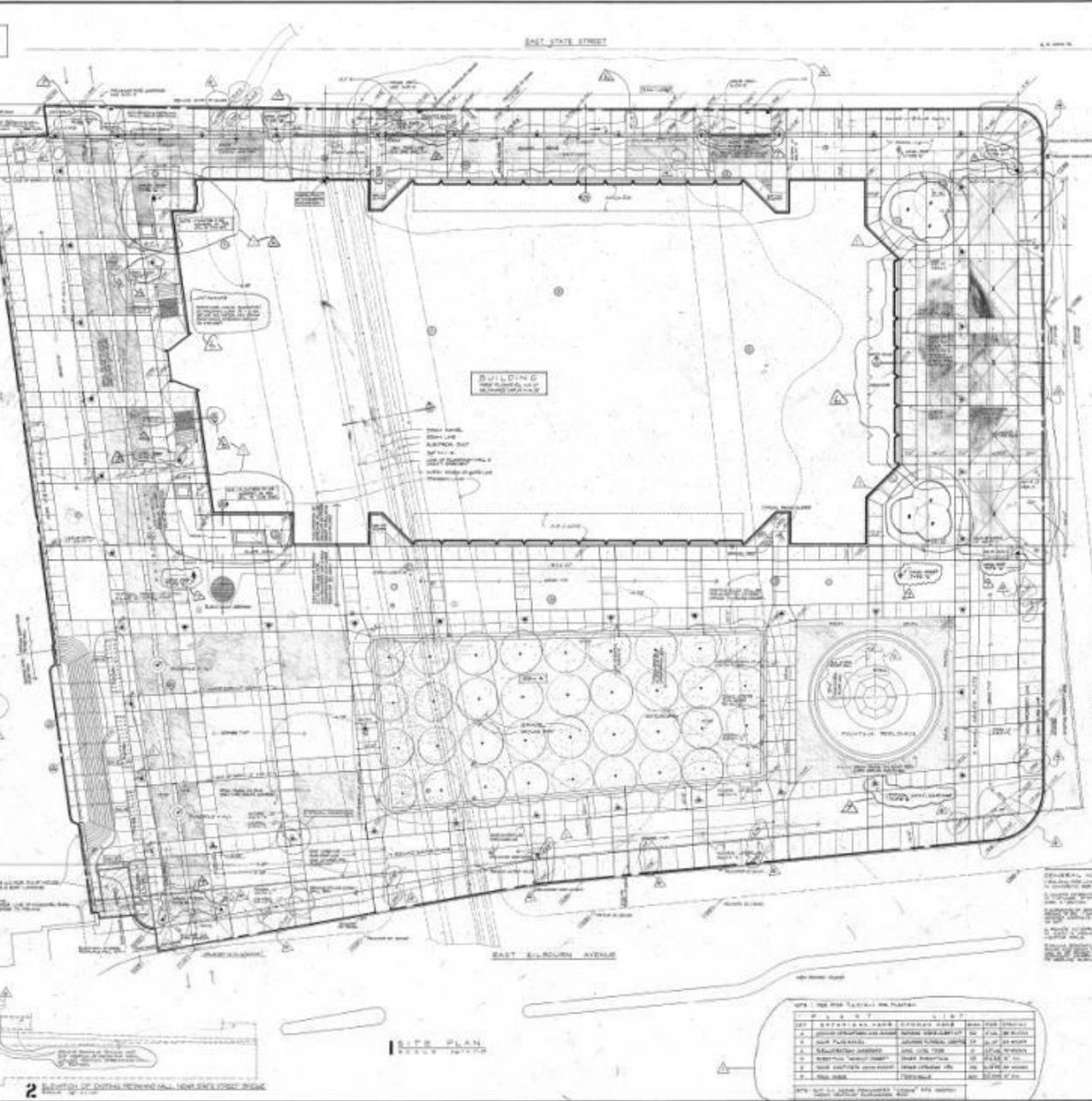
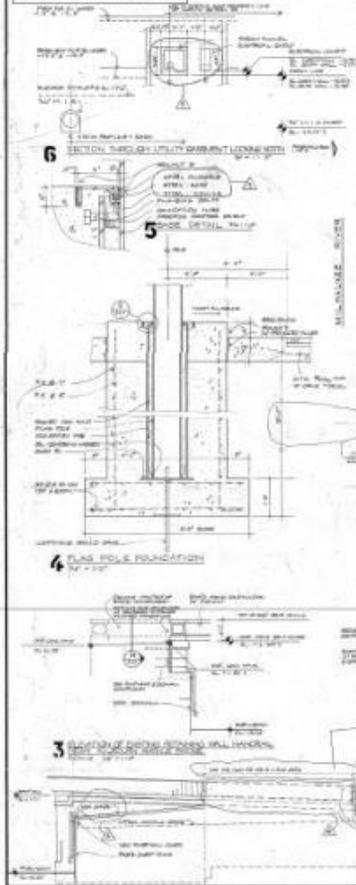
NOTE: 500 ALL AREAS DESIGNATED 'GRASS' WITH NURSERY GROWN KENTUCKY BLUEGRASS 500

PLANTING PLAN SCALE - 1" = 10'-0"
MARCH 1966

HARRY WESE AND ASSOCIATES - ARCHITECTS
OFFICE OF DAN KILEY - LANDSCAPE ARCHITECTS

REVISIONS DRAWINGS

REVISION 1	REVISION 2
REVISION 3	REVISION 4
REVISION 5	REVISION 6
REVISION 7	REVISION 8
REVISION 9	REVISION 10
REVISION 11	REVISION 12
REVISION 13	REVISION 14
REVISION 15	REVISION 16
REVISION 17	REVISION 18
REVISION 19	REVISION 20



SITE PLAN

NO.	DATE	REVISION
1	10/1/58	PRELIMINARY
2	10/15/58	REVISED
3	11/1/58	REVISED
4	11/15/58	REVISED
5	12/1/58	REVISED
6	12/15/58	REVISED
7	1/1/59	REVISED
8	1/15/59	REVISED
9	2/1/59	REVISED
10	2/15/59	REVISED
11	3/1/59	REVISED
12	3/15/59	REVISED
13	4/1/59	REVISED
14	4/15/59	REVISED
15	5/1/59	REVISED
16	5/15/59	REVISED
17	6/1/59	REVISED
18	6/15/59	REVISED
19	7/1/59	REVISED
20	7/15/59	REVISED

THE MILWAUKEE COUNTY WAR MEMORIAL CENTER FOR THE PERFORMING ARTS

THE ENGINEERS COLLABORATIVE
 DANIEL, MANN & JOHNSON
 BOIT BARRETT & NEUMAN

structural engineers
 mechanical engineers
 electrical engineers

design
 design
 design

HARRY WEIRE & ASSOCIATES
 GEORGE C. UENKUR

CONSTRUCTION SET
 architect & engineers
 draftsman

AI-1

NOTES

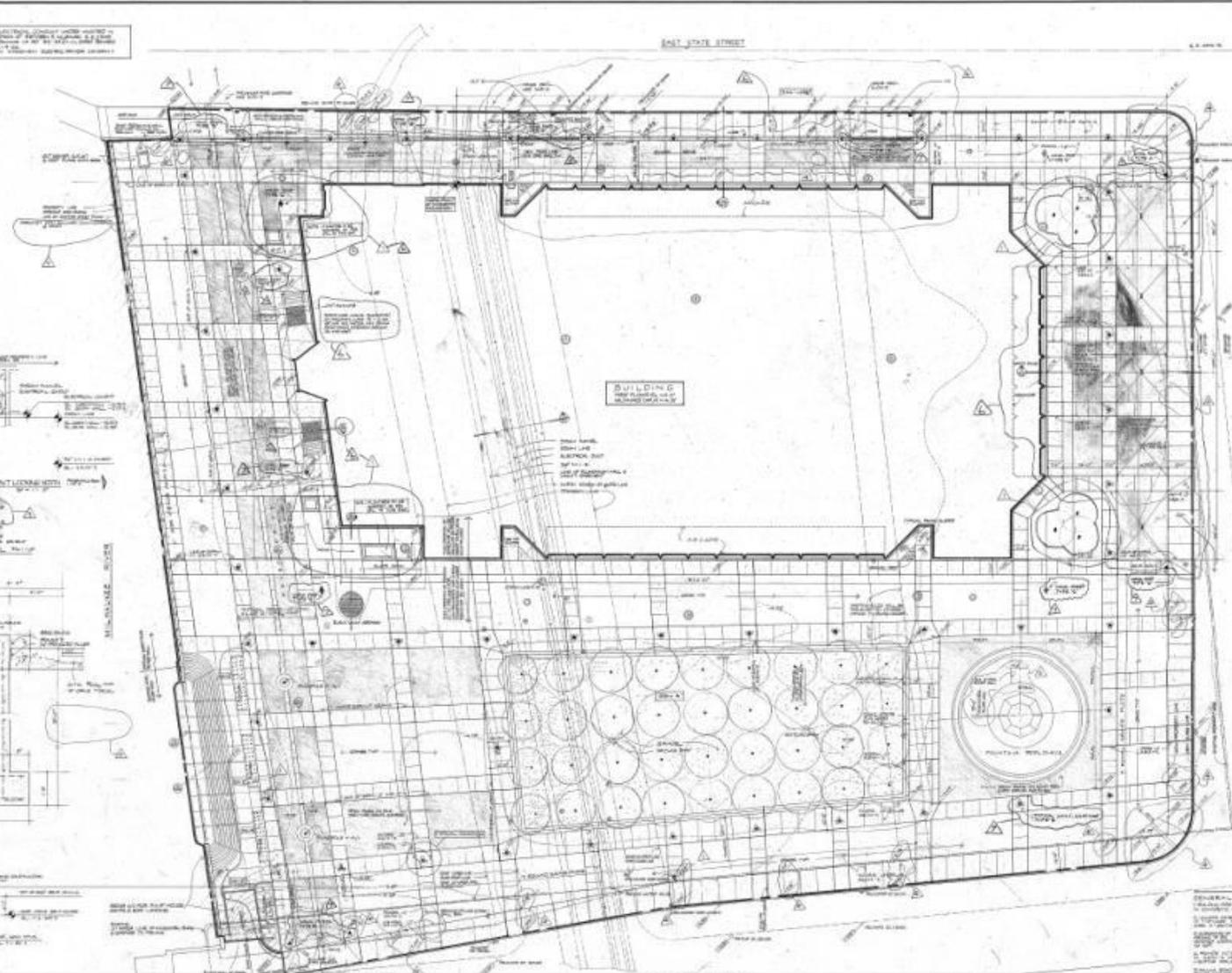
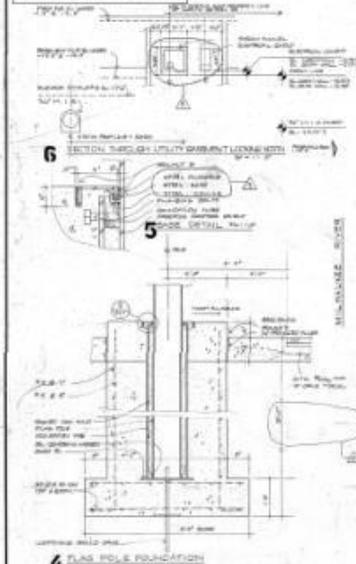
1.	SEE ARCHITECT'S DRAWING FOR DETAILS.
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20.	SEE ARCHITECT'S DRAWING FOR DETAILS.

GENERAL NOTES

1. ALL WORK SHALL BE IN ACCORDANCE WITH THE SPECIFICATIONS AND DRAWINGS.
2. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS.
3. ALL MATERIALS AND WORKMANSHIP SHALL BE SUBJECT TO INSPECTION AND APPROVAL BY THE ARCHITECT.
4. THE CONTRACTOR SHALL MAINTAIN ACCESS TO ALL ADJACENT PROPERTIES AT ALL TIMES.
5. ALL UTILITIES SHALL BE PROTECTED AND MARKED PRIOR TO CONSTRUCTION.
6. THE CONTRACTOR SHALL MAINTAIN PROPER RECORDS OF ALL CONSTRUCTION ACTIVITIES.
7. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED TIME FRAME.
8. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY INSURANCE COVERAGE.
9. ALL MATERIALS SHALL BE STORED PROPERLY AND PROTECTED FROM THE ELEMENTS.
10. THE CONTRACTOR SHALL MAINTAIN A CLEAN AND SAFE WORK SITE AT ALL TIMES.
11. ALL WORK SHALL BE COMPLETED IN ACCORDANCE WITH THE LATEST REVISIONS OF THE DRAWINGS.
12. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY APPROVALS FROM THE LOCAL AUTHORITIES.
13. ALL MATERIALS SHALL BE STORED PROPERLY AND PROTECTED FROM THE ELEMENTS.
14. THE CONTRACTOR SHALL MAINTAIN PROPER RECORDS OF ALL CONSTRUCTION ACTIVITIES.
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REVISIONS DRAWINGS

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REVISION 8	REVISION 9
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REVISION 16	REVISION 17
REVISION 18	REVISION 19
REVISION 20	REVISION 21
REVISION 22	REVISION 23
REVISION 24	REVISION 25



GENERAL NOTES

1. ALL WORK SHALL BE IN ACCORDANCE WITH THE LATEST EDITIONS OF THE SPECIFICATIONS FOR STRUCTURAL STEEL, CONCRETE, AND MASONRY.

2. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES.

3. ALL MATERIALS AND WORKMANSHIP SHALL BE SUBJECT TO INSPECTION AND APPROVAL BY THE ARCHITECT.

4. THE CONTRACTOR SHALL MAINTAIN ACCESS TO ALL ADJACENT PROPERTIES AT ALL TIMES.

5. PROTECT ALL EXISTING UTILITIES AND STRUCTURES TO REMAIN.

6. ALL DIMENSIONS ARE UNLESS OTHERWISE SPECIFIED.

7. REFER TO DRAWINGS FOR ALL DIMENSIONS AND NOTES.

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12. ALL DIMENSIONS ARE UNLESS OTHERWISE SPECIFIED.

13. REFER TO DRAWINGS FOR ALL DIMENSIONS AND NOTES.

THE ENGINEERS COLLABORATIVE	structural engineers	chicago	HARRY WEESE & ASSOCIATES	architects & engineers	chicago
SAMUEL R. LEWIS & ASSOCIATES	mechanical engineers	chicago	GEORGE C. IZENOUR	theatre designer - engineer	new haven
BOLT BERANEK & NEWMAN	acoustical consultants	chicago			

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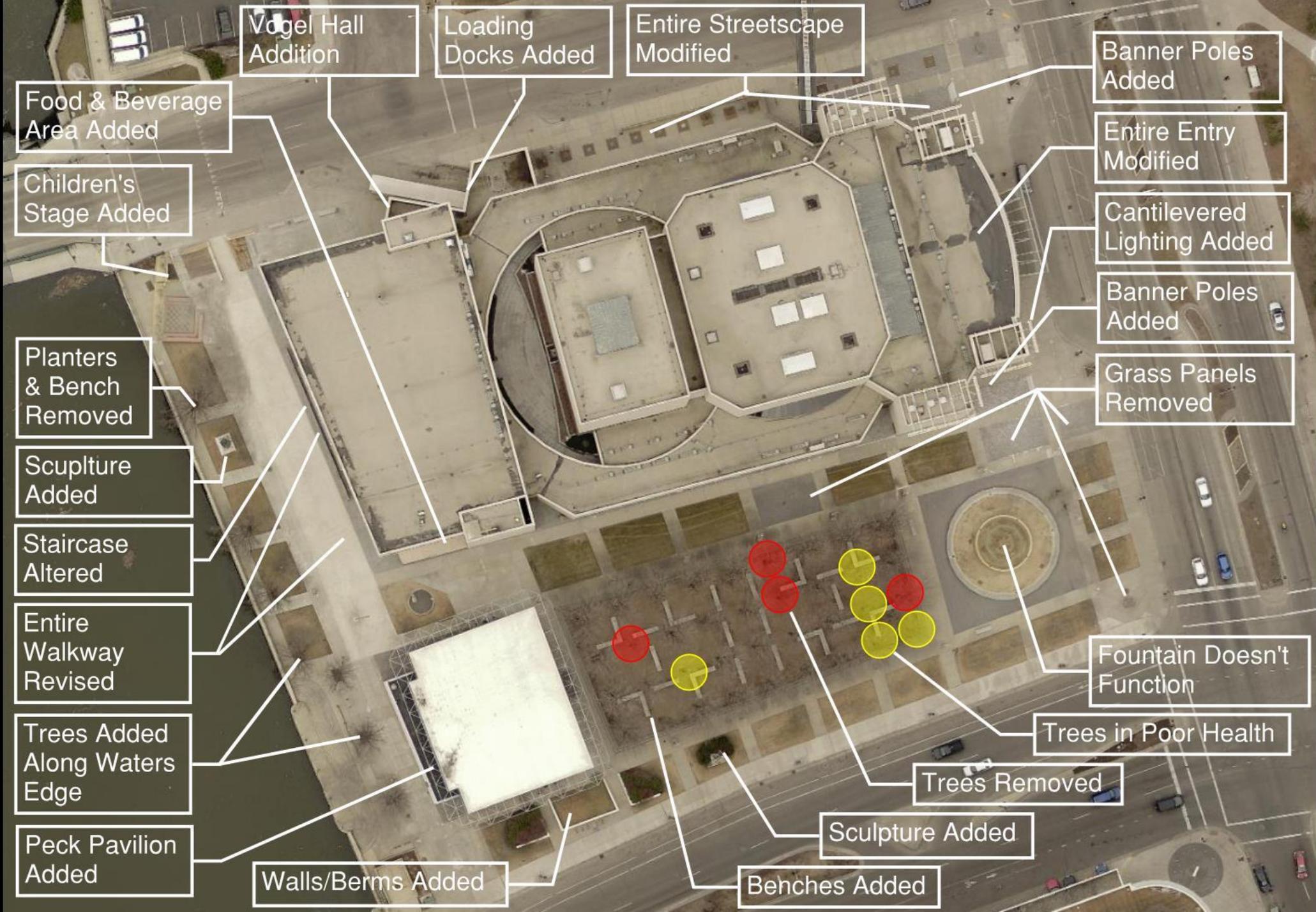
CONSTRUCTION SET 2-28-66

scale: 1/8" = 1'-0"

DATE: 2-28-66

SCALE: 1/8" = 1'-0"

AI-1



Vogel Hall Addition

Loading Docks Added

Entire Streetscape Modified

Banner Poles Added

Food & Beverage Area Added

Entire Entry Modified

Children's Stage Added

Cantilevered Lighting Added

Planters & Bench Removed

Banner Poles Added

Grass Panels Removed

Sculpture Added

Staircase Altered

Entire Walkway Revised

Trees Added Along Waters Edge

Peck Pavilion Added

Walls/Berms Added

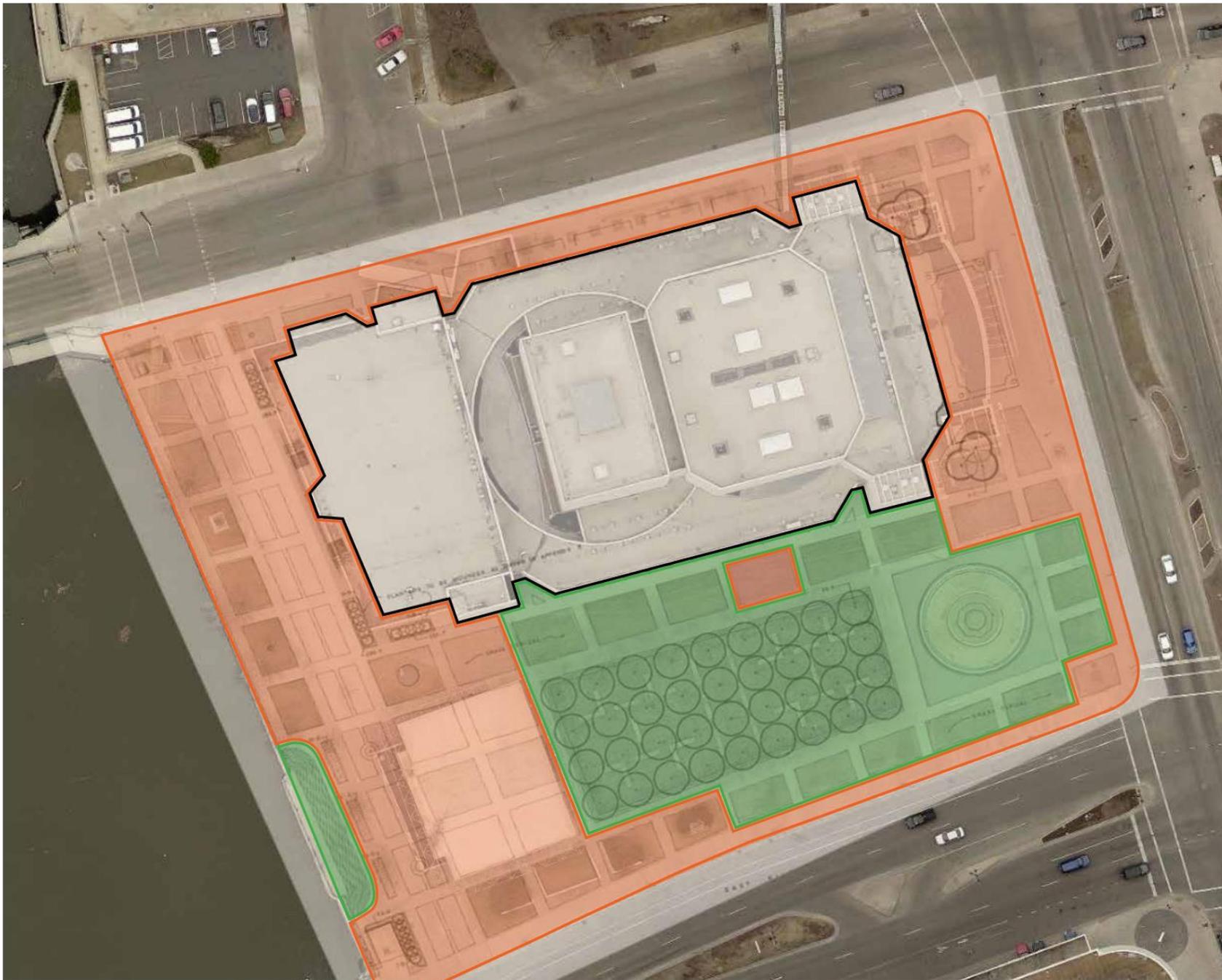
Benches Added

Sculpture Added

Trees Removed

Trees in Poor Health

Fountain Doesn't Function



MARCUS CENTER

APRIL 29, 2019 · NTS

- CHANGED SINCE ORIGINAL DESIGN
- SIMILAR TO ORIGINAL DESIGN

112,700sf TOTAL (NOT INCLUDING BUILDING)

CHANGED: 72,320sf (64%)

SIMILAR: 40,380sf (36%)

“The common council shall **BALANCE** the public interest in the preservation of the structure, site or district that is the subject of the recommendation **and the interest of the owner or others in using the property for his, her or their purposes.**”

THE MARCUS CENTER IMPACT

20,000

UNDERSERVED CHILDREN ARE ENRICHED BY FREE MARCUS CENTER ARTS EDUCATION PROGRAMMING



BASED ON TOURISM EXPENDITURES, MARCUS CENTER PERFORMANCES HAD A

\$34 MILLION

ECONOMIC IMPACT LAST SEASON

100 MILWAUKEE PUBLIC SCHOOLS STUDENTS INTERESTED IN PURSUING SECONDARY EDUCATION IN THE ARTS RECEIVE ONE-ON-ONE MENTORING THROUGH THE MARCUS CENTER'S ARTSCONNECT PROGRAM EACH YEAR



2,300+ EVENTS

TAKE PLACE AT THE MARCUS CENTER PER YEAR

695,000

TOTAL ATTENDANCE FOR EVENTS AT THE MARCUS CENTER EACH YEAR

SINCE OPENING IN 1969 THE MARCUS CENTER HAS BEEN A PROUD MILWAUKEE COUNTY WAR MEMORIAL HONORING THOSE WHO HAVE BRAVELY SERVED OUR COUNTRY

TOTAL BROADWAY TICKET REVENUE LAST YEAR WAS OVER \$7 MILLION, CONTRIBUTING TO OUR ABILITY TO SERVE AS A 90% EARNED INCOME NONPROFIT

7,000

MILWAUKEE PUBLIC SCHOOLS STUDENTS PARTICIPATE EACH YEAR IN THE MARCUS CENTER'S ART, SPEECH AND WRITING CONTESTS FOR THE DR. MARTIN LUTHER KING JR. BIRTHDAY CELEBRATION, HELD FOR FREE AT THE CENTER FOR THE LAST 35 YEARS

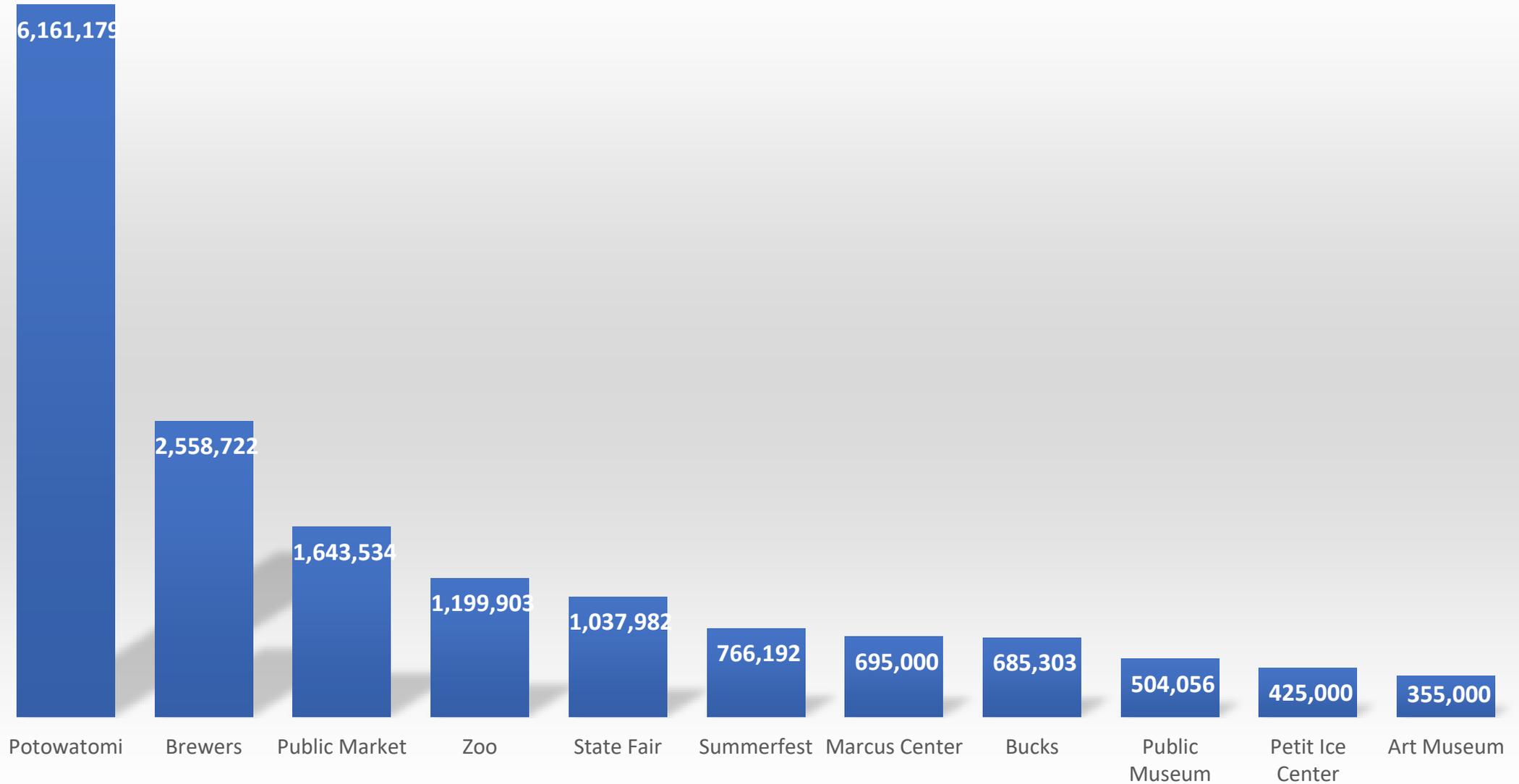
21,000

HOURS OF VOLUNTEERISM TAKE PLACE AT THE MARCUS CENTER EACH YEAR

5,000 CHILDREN ENJOYED FREE PERFORMING ARTS ON THE OUTDOOR PLAZA AT THE MARCUS CENTER LAST YEAR THROUGH KIDZ DAYS



Milwaukee Attractions by Attendance*



*2018/2019 Milwaukee Business Journal Book of Lists

Resident Partners at the Marcus Center

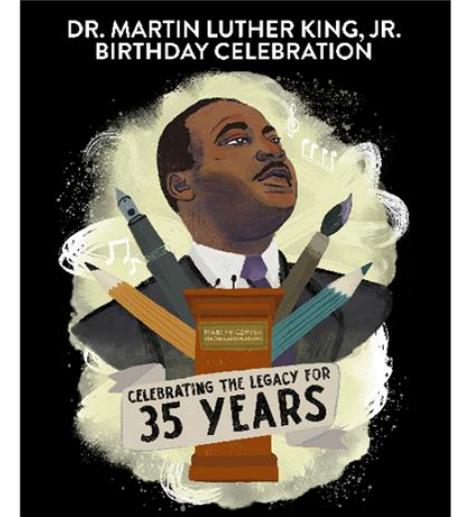


Marcus Center Annual Outreach Programs

KIDZ DAYS
AT THE CENTER

**DANCE
MAKE!**

LIVE
AT PECK PAVILION
Marcus Center for the Performing Arts



Marcus Center's
ARTS
Connect

Family Nights
★★★★★
at the Center

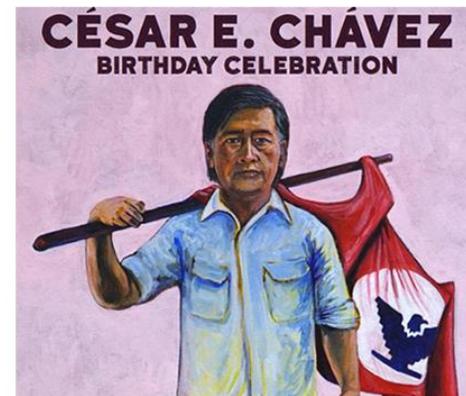
**KIDZ
DAYS**
IN THE CITY!

Opening Our Doors
At the Marcus Center

peck flicks
At the Marcus Center



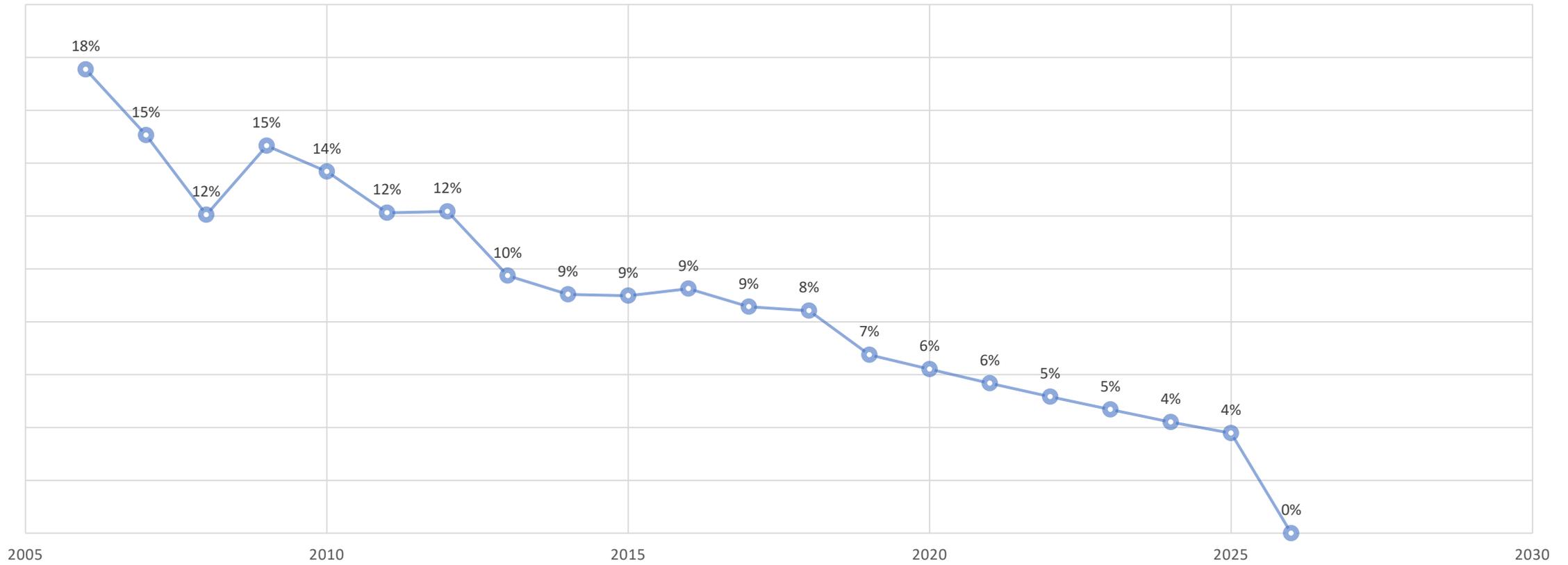
**CANTOS
DE LAS
AMÉRICAS**
tributo a la educación
a tribute to education



Business/Financial Situation

- Stewards of Community Asset
- 49 years of balanced budgets
- No deferred maintenance
- 10-year operating and capital agreement
- 99-year lease
- MSO departure in 2020/2021 season

Milwaukee County Support as Percentage of Budget

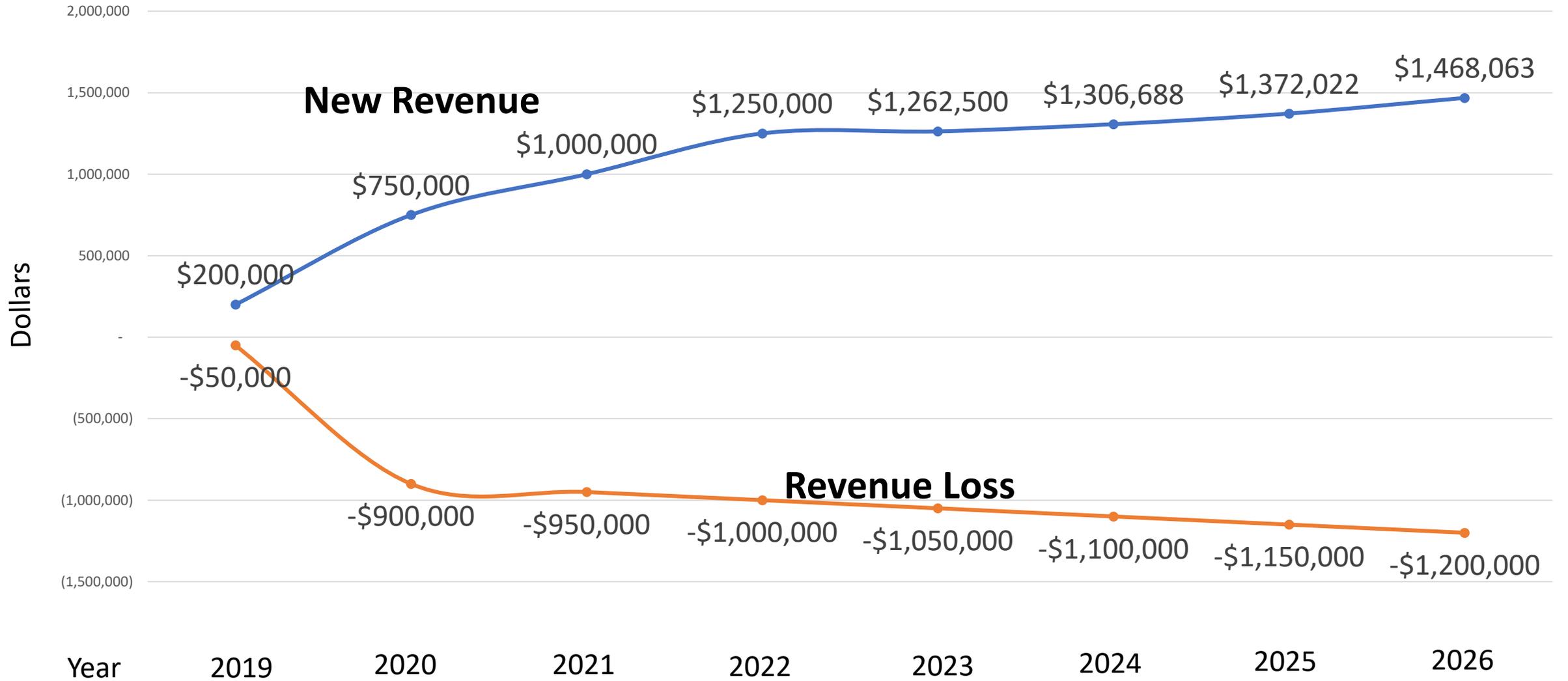


Visioning/Planning Process

- Formal Strategic Planning with staff & Board of Directors
- Engaged P3 Development Group
 - 100+ Man on the street interviews in 30 neighborhoods
 - Interviews with 15 community organizations
 - In depth interviews with Resident Arts groups and other regular users of the Marcus Center spaces
- Survey to 10,000 patrons
- Presentation to funders, board members, non-profit partner organizations, corporate supporters
- Detailed presentation to and preliminary approval by Milwaukee County Administration
- Extensive media coverage

Resulted in \$65 million privately funded vision for the Marcus Center

Financial Projections



Practical Implications of Approval

- Eliminate an important programming space on the site by requiring the chestnut grove to remain as-is
- Preclude removal and replacement of non-functional fountain to increase programmable space
- Hinder, and perhaps preclude, creating new lobby space for First Stage as well as the planned member lounge
- Prohibit the technology displays on and around the building
- Uncertainty in fundraising