



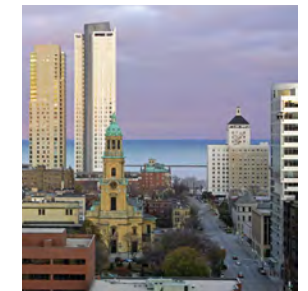
**CITY HALL
HISTORICAL MUSEUM**

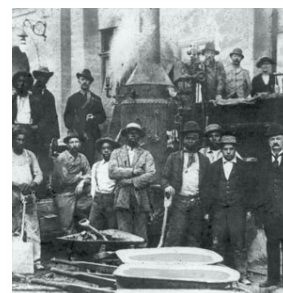
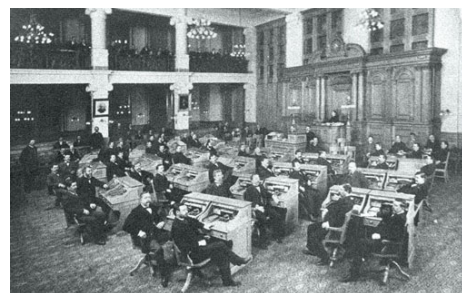


**A vision of
our city's
past, present
and future...**

GOAL: Build community
and foster downtown vitality
through increased access
and participation

*Strengthen marketing, advocacy and tourism
to increase participation and engagement.*





GOAL: Educate and inspire
the next generation of
creative thinkers

*Invest in museum exhibit, culture and creativity
to sustain social diversity and engage communities.*

RECOMMENDATION 1

The use of the space in the basement of City Hall vacated by the Legislative Reference Bureau research staff in Room B-11 as a dedicated museum exhibit space.

The museum project is an exciting concept that will promote local government and one of the grandest city halls in the country. The exhibit room that is planned will be a touchstone space where tours of city hall will begin with one or more short videos. The room will be fitted out with preserved pieces of ornamental terra cotta from city hall and other artifacts and art associated with the building and city government.

The exhibit work group has identified a portion of Room B-11, the former Legislative reference bureau research office, which has been mostly vacant, as an ideal spot for the proposed city hall museum. The floors can handle the considerable weight of some of the large terra cotta artifacts salvaged from city hall and there will be room for a small theater where videos relating to the history of city hall and city government would be shown to tour-goers. Some of the terra cotta earmarked for display includes the impressive lion heads and the massive urns that were once located at the clock level of city hall. The design of the room, to cost no more than \$15,000 would be paid out of the operating and maintenance budget of the Department of Public Works. Fund raising would cover the actual construction of the room which is projected to be less than \$100,000.



RECOMMENDATION 2

Active fund-raising to finance the work group's recommendations and other exhibit-related activities.

It is anticipated that little or no city money would be used to construct and operate the museum (aside from the design costs). This is particularly important as there will be minimal impact on the city's budget.

Historic Milwaukee, Inc. and other groups have already expressed strong interest in fund-raising for the construction of the museum space and related projects. A special purpose fund, to be used only for the museum and related purposes and administered by the city clerk's office, would be set up so that donations can be accepted from private contributors.



RECOMMENDATION 3

The production of a short video to be shown on a large screen for tour purposes.

The videos will be produced in-house by the staff of Channel 25, the city's cable television station. The videos will relate to city hall government and the architecture and construction of the building and will be shown to visitors on a large format screen.

The screen will be in the 55" to 60" range in order to accommodate the viewing needs of up to 25 guests. Video topics would include the history of city hall with an emphasis on the workers who built the grand structure, plus short features on local government history and its work in the city.



RECOMMENDATION 4

A better display of the Common Council chambers by means of opening the doors to the vestibule.

Another recommendation of the exhibit work group is to have the vestibule in the common council chambers open to the public during regular business hours when council is not in session.

This is intended to be a low-cost means to allow casual visitors, not on a tour, to take a peek into the impressive room. It is not anticipated that the chamber would be lighted or cooled regularly, in order to save on costs.



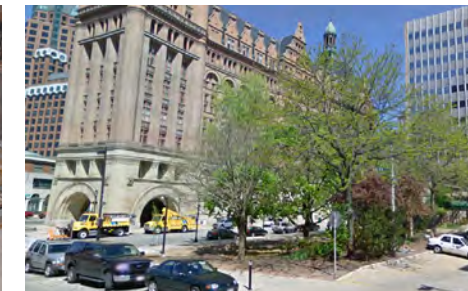
RECOMMENDATION 5

The incorporation of small lion-head terra cotta pieces into a semi-circular seating area to be integrated into the park between City Hall and the 809 Building with appropriate signage to reflect the historic significance.

Outside of City Hall, the exhibit work group recommends that some of the many smaller lion head pieces of terra cotta which are flat, be incorporated into a semi-circular seating area in the park between City Hall and the 809 Building along with appropriate signage to reflect the historic significance of the pieces.

The Department of Public Works is in the process of planning a reconstruction of the park to make it more pedestrian-friendly and the terra cotta will help to enliven the space.

It would create a unique setting that would be utilized by City Hall workers and the general public.

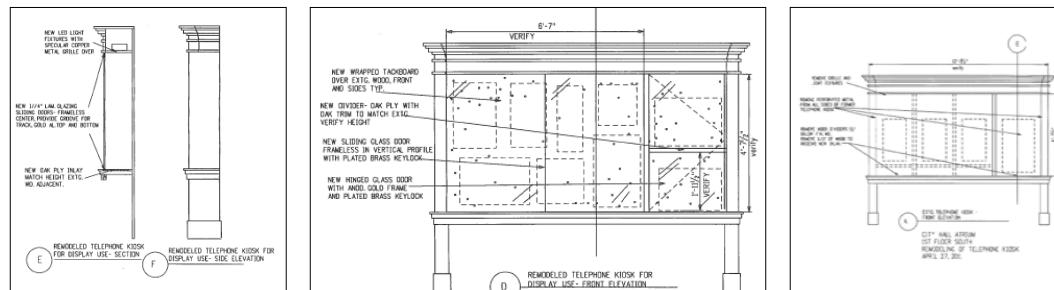


RECOMMENDATION 6

The reconstruction of the abandoned phone booth on the first floor of City Hall into a display cabinet for city hall memorabilia and a TV monitor.

Another key feature of the enhanced city hall experience will be the reconstruction of the former phone booth cabinet on the first floor into a small exhibit space that will also feature a television monitor hooked up to the city hall computer server. Not only can the monitor advertise the city hall museum, but it could also feature a “crawl” at the bottom of the screen that announces daily events in city hall. This will help to promote and recognize the many activities of city government.

This project would be paid for by the Department of Public Works out of their operating and maintenance budget.



RECOMMENDATION 7

A phased implementation for the former Legislative Reference Bureau space in city hall with a small theater implemented as time permits.

This is a means to allow for a gradual build-out of the museum room while at the same time to have the facility running and available for public tours. Displays, pictures and other ephemera would be added over time as fund raising and donation of objects permits.

The architectural terra cotta and artifacts the city presently has in its warehouse should be retained, not sold, and remain the property of the City of Milwaukee.

Retaining the artifacts is a once-in-a-lifetime chance to reuse – for the public good – some of the finest terra cotta ever installed on a Milwaukee building. There are many opportunities for reuse including outdoors such as in the park next to the 809 building and around the city hall complex. Inside city hall some of the artifacts will be used in the museum room.

RECOMMENDATION 8





RECOMMENDATION 9

To encourage any community group to fund the purchase and installation of a telescope that will be located on city right-of-way to view the city hall tower.

This project would not use any city funds and would encourage people walking through downtown to have a close look at city hall from a distance. Ideally the telescope would be located a few blocks away from the city hall complex and it would be an outstanding place to advertise the city hall museum and tours.

To encourage use of any appropriate city hall artifacts in and around the city hall complex; whether at the entrances, adjacent or contiguous park settings when time is appropriate.

The goal here is to sensitively and creatively place the objects for decorative reuse in and around the city hall complex. It would be done in a manner that would not detract from the appearance of the buildings or their landscaping.

RECOMMENDATION 10



A brighter
future is
on the
horizon...

July 15, 2011

About the Milwaukee City Hall Historical Exhibit Work Group

Common Council File Number (CCFN) 100146 established a work group consisting of representatives of the Department of Public Works (Paul Fredrich), the Historic Preservation Section of the Office of the City Clerk (Paul Jakubovich, chair), and the Department of City Development (Gary Petersen), to investigate and plan a Milwaukee City Hall Historical Exhibit. The work group was directed to report its findings within four months of the adoption of this resolution.

CCFN's 101121 and 110123 both amended CCFN 100146 by changing the time period in which the task force was to submit its findings.

Under this authority, the Milwaukee City Hall Historical Exhibit Work Group met on the following dates:

- December 7, 2010
- January 26, 2011
- March 16, 2011
- April 13, 2011
- May 4, 2011
- May 25, 2011



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