

GRANT ANALYSIS FORM
OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: CITY DEVELOPMENT

Contact Person & Phone No: ALLISON ROZEK, x5693

Category of Request

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

Previous Council File No.

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Project/Program Title: RECONSTRUCTION OF THE NORRIS PLAYFIELD

Grantor Agency: STATE OF WISCONSIN DEPARTMENT OF NATURAL RESOURCES GRANT

Grant Application Date: 7/1/05

Anticipated Award Date: 10/1/05

Please provide the following information:

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

Norris Park is a 2.3-acre site located at 936 N. 19th St., Milwaukee, WI, bound by Kilbourn Street to the south, 19th Street to the west, State Street to the north and 18th Street on the east. Originally the site was the playground for the old Milwaukee 18th Street and Girls' Tech Public High Schools. Decades ago, the school buildings were turned over to the Milwaukee Rescue Mission. Milwaukee Public Schools (MPS) continued to maintain the playground, but with few young families left in the neighborhood, the site was not used and MPS stopped recreational programming. Surrounded by a chain-link fence, the barren square block of asphalt has the appearance of a prison yard. The only glimpse into the past is a few pieces of playground equipment and a ragged basketball hoop. The site is now an eyesore and reflects the neighborhood as unsafe and distressed. The creation of open green space will encourage local recreational and sport groups, families and residents living within the neighborhood and local organizations, such as the Milwaukee Center for Independence to enjoy the outdoors. Of the approximately 14,000 individuals living within the neighborhood, almost 45% are individuals between the ages of 18 and 24 years old, confirming that the Norris neighborhood is home to many college-aged students. This redevelopment will take into consideration that college-aged students are going to be one of the primary user groups. Based on the analysis of open space within the area, Norris Park offers the greatest opportunity to serve the community, particularly those south of Highland Avenue. The two county parks that are within a mile from this park provide recreational facilities to younger children north of Highland Avenue. There is no other green space or recreational area in the Norris neighborhood open to the public. Providing the resource of appealing public green space achieves our goal of providing a safe environment for the residents and adds value to the adjacent residential properties and future parcels. The vision for the redevelopment involves two phases. The first phase will include the removal of the existing concrete that covers the site and replacing the concrete with sod, seeding and other landscaping amenities such as the field drainage system. In addition, the first phase would provide for some lighting, fencing, benches, walking path and other infrastructure improvements. The removal of asphalt and greening of the space in the fall of 2005 would provide immediate relief from stormwater runoff issues plaguing the neighborhood, as well as provide relaxation and green space consistent with the Mayor's Greening Initiative. Approximately two-thirds of the park is a grass playfield for scheduled and unscheduled recreational sports, as well as many other uses such as Tai Chi, volleyball, etc. The playfield is intended for practice only and is not large enough to allow for regulation-sized programs. The second phase would include maximizing the urban park by providing direct recreational amenities such as a new building for equipment storage, basketball half-court, stage/band shell for musical/theatrical performances and the remaining lighting and infrastructure improvements. The remaining one-third area located on the southern edge of the park is dedicated to a more reflective and passive park for picnics, neighborhood gatherings, concerts, and arts and crafts for the daycare residents. Both the bandstand and the paved area of the basketball courts can be used to set-up a stage for community events such as concerts.

2. Relationship to Citywide Strategic Goals and Departmental Objectives:

Redevelopment of the Norris Playground is defined as a catalytic project for the Near West Side neighborhood in the Milwaukee Comprehensive Plan, Near West Side, dated March 19, 2004. The primary goal of the project is to redevelop the playground into useable recreational space that will serve the needs of a dynamic community, enhance property values, improve safety, and manage storm water 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 10/1/2005 TO 9/30/2007

6. Provide a List of Subgrantees:

N/A

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