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# University of Idaho

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January 6, 2012

TO: Design Competition Committee

RE: Bay View Art Stop Competition Entry – Urban Posturing

Dear Design Competition Committee,

I am writing this letter as a supplement to the included design proposal imagery for the Bay View Art Stop Design Competition. As a Milwaukee native, this competition strikes home for me as a long time constituent of the city's south side as well as a designer. The transformation of the Bay View area as a destination for cultural experience over the past 10 years is remarkable; calling for a piece of public sculpture to celebrate its past, present, and future.

As an architectural designer, my first impression of the site location and its context was to mend the residual space at the main cross-roads of the area through both spatial and sculptural composition. While this area is stimulated by adjacent businesses such as Stone Creek Café, Lulu's Café, Café Centraal, GTO, and the new Alterra, being on one side of the island site presents a layer of separation; stunting community filters to the other side. This proposal finds equilibrium of the desire for an impactful northern 'gateway' gesture with smaller scale spaces such as the bus shelter and public gathering & event areas by posturing spaces with the agenda to define place; the Bay View neighborhood. Here the robust concrete foundations establish a sense of permanence and well-rooted constituents while the steel skeletal structure and poly-carbonate scrim are open and optimistic to the future. The material tonality references both the industrial foundations of the area, concrete and steel, and recreational attributes of the lakefront and South Shore Park. This proposal also attempts to celebrate Bay View day, night, and throughout the year, with an extraverted and participatory compositional reference to events such as the South Shore Water Frolics and 4<sup>th</sup> of July Parade.

## Materials & Cost Estimate

This proposal makes use of a design/build strategy for project delivery. A contractor has already been identified and should this proposal be included in the upcoming shortlist, a more in depth refinement of the budget will be worked through and submitted. In terms of materiality, I propose to make full use of the donated steel by Milwaukee Iron Company which comprises the tectonically driven skeletal structural frame. This frame will most likely be assembled in sections off-site and positioned into place once the site-cast concrete is set. A poly-carbonate paneling system, typically used on greenhouse, canopy, and light frame structures, will be cut to fit off-site and attached to the steel frame on-site.

Budget for Materials, Labor, and Overhead/Profit Combined

Site Preparation:	\$15,000	
Concrete Foundation & Walls:	\$50,000	
Steel Fabrication:	\$30,000	
Polygal Panels & Framing	\$30,000	
Miscellaneous:	\$10,000	
Design Fees:	\$15,000	(design & sub-contractor)

There is opportunity to include a lighting system, most likely LEDs, that could make use of solar collecting panels integrated into the poly-carbonate paneling scheme in collaboration with WE Energies and the City of Milwaukee. However, at this point, that is not included in the scope of this project.

As a possible financial mechanism to fund other design components, trees, plantings, possibly lighting, etc, this proposal includes a layer of donor plaques. *(Indicated by the goldish colored areas with imagery on the renderings)* The plaques are intended to carry imagery in reference to Bay View's history; from early beginnings as an autonomous municipality to its annexation and through significant recent events. With this type of informational layering and funding system, not only will this project establish itself as one of the prides of Bay View, but also offer the possibility to add design components both in the short and long term.

I hope you find this proposal emblematic of the visionary request for proposals established by Bay View constituents and the Design Competition Committee. After riding my bike up and down KK as a kid and paying many visits to Faust Music as a young adult observing several boarded up storefronts along the way, it is with pride that I submit this proposal to celebrate the emergence of Bay View, yesterday, today, and tomorrow.

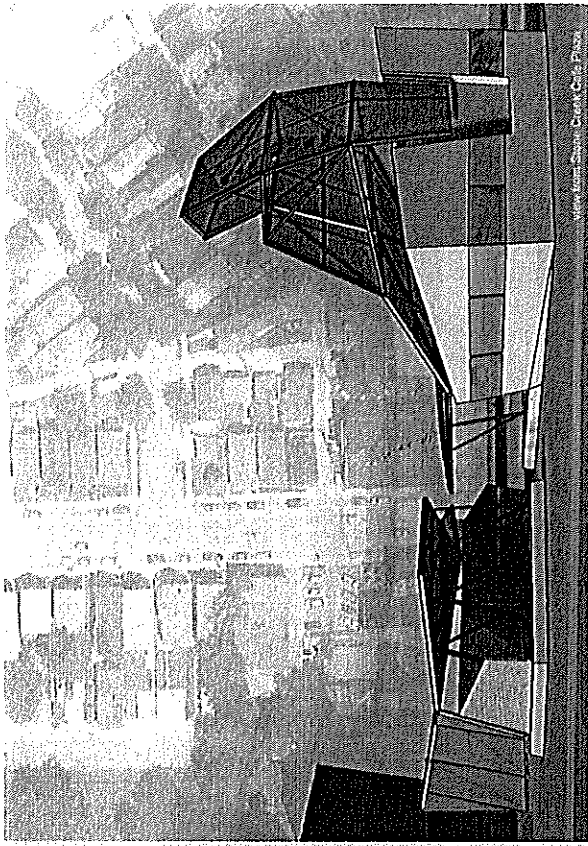
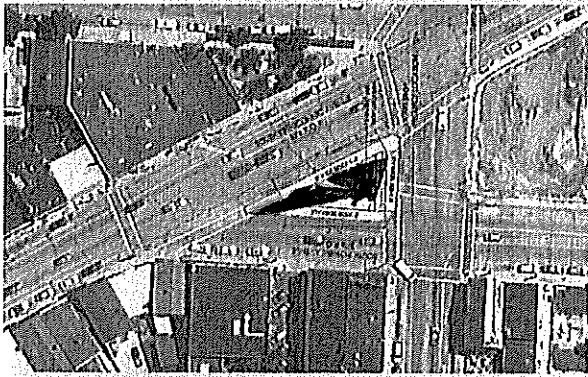
Please do not hesitate to respond with any questions at your earliest convenience.

Best Regards,

Román Montoto, associate professor of architecture  
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Local's view of main southern entry point (parking lot & bus stop)



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**Urban Posturing - Bay View Art Stop**  
 Milwaukee, WI

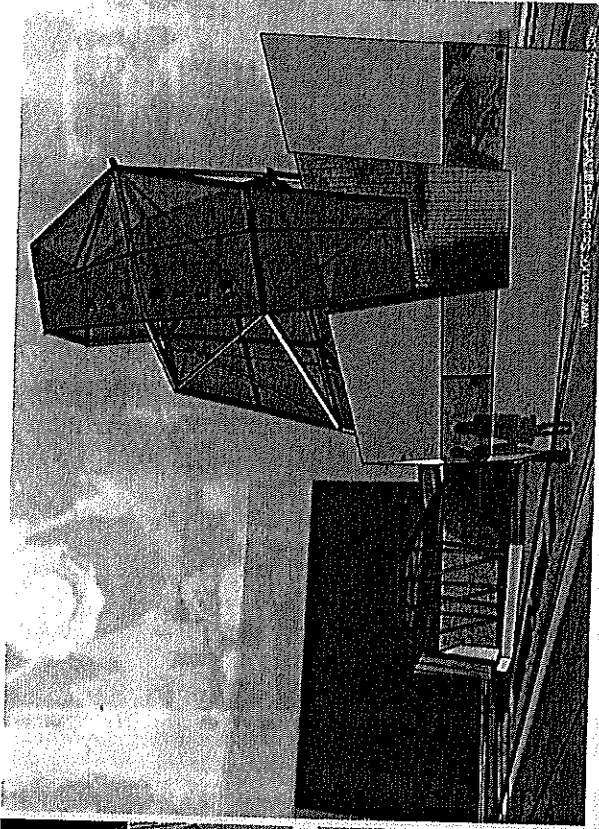
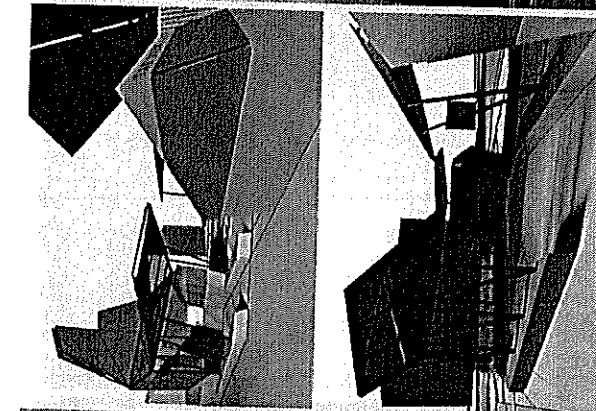
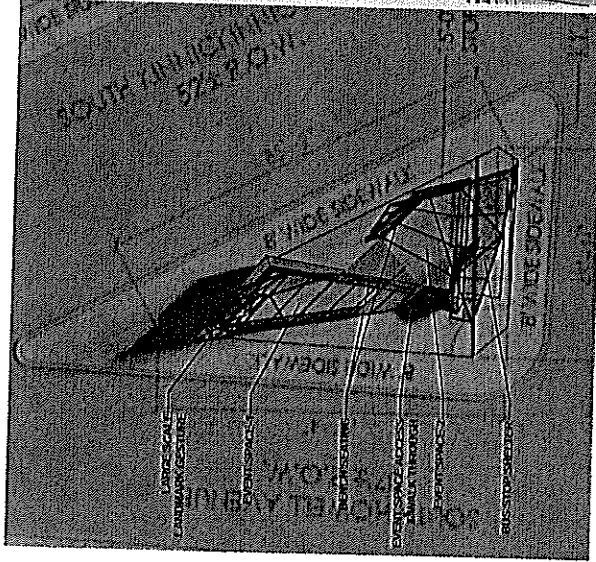
**Design Competition Entry**

The neighborhood of Bay View, located in southeast Milwaukee, seeks to express its unique community, industrial history, and burgeoning growth in the form of a marque sculpture at its modern transportation entry.

As an architectural designer, my first impression of the site location and its context was to record the residual space at the main cross-roads of the area through both spatial and sculptural composition. While this area is stimulated by adjacent businesses such as Stone Creek Café, Luki's Café, Café Central, GTO, and the new Alterra, being on one side of the Island site presents a layer of separation; stunting community desire for an impactful northern 'gateway' gesture with smaller scale spaces such as the bus shelter and public gathering & event areas by posturing spaces with the agenda to define place; the Bay View neighborhood. Here the robust concrete foundations establish a sense of permanence and well-rooted connections to the site's structure and post-operative operations. The sculpture, which references the area's industrial references both the industrial foundations of the area, concrete and steel, and recreational attributes of the latest and South Shore Park. This proposal also attempts to celebrate Bay View day, night, and throughout the year, with an extraverted and participatory composition



View from Luki's Café



#### Urban Posturing - Bay View Art Stop

Milwaukee, WI

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#### Materials & Cost Estimate

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Total Budget:	\$1,000,000

