



## Legislation Text

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**File #: 151448, Version: 2**

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SUBSTITUTE 2  
141761  
ALD. BAUMAN

Substitute resolution authorizing the transfer of funds from the Capital Improvements-Advance Planning Funds to a subaccount for the preparation of fundraising, marketing and public presentation materials for the Downtown Lakefront Gateway Plaza.

This substitute resolution transfers \$30,000 in funds from the 2014 and 2015 Capital Improvements-Advance Planning Fund accounts into a subaccount for the preparation of fundraising, marketing and public presentation materials for fundraising efforts and neighborhood informational meetings for the Downtown Lakefront Gateway Plaza.

Whereas, On October 12, 2010, the Common Council of the City of Milwaukee ("Common Council") approved the update to the Downtown Area Comprehensive Plan, one of thirteen area comprehensive plans for the City of Milwaukee ("City"), that includes land use policy recommendations and catalytic projects for redevelopment, identified with community input; and

Whereas, The Lakefront Gateway is one of eight catalytic projects in the Downtown Area Comprehensive Plan with several objectives identified, including creating better pedestrian access to the lakefront and expanding the emerging "world-class" character of Milwaukee's Lakefront by developing a park and cultural campus that rivals the best waterfronts in the world; and

Whereas, Since the completion of the City's Comprehensive Plan, the Department of City Development ("DCD") continues to implement catalytic projects for neighborhoods; and

Whereas, With the momentum of the overall Lakefront Gateway Project, a unique collaboration among the City, Milwaukee County and the State of Wisconsin to enhance public spaces at the downtown lakefront, improve vehicular, bicycle and pedestrian connections between the lakefront, downtown Milwaukee and the Historic Third Ward, and create future development sites, a Request for Qualifications ("RFQ") was issued in Fall 2014 to seek interest from design teams that have experience in public plaza and open space development; and

Whereas, Twenty-four design teams responded to the RFQ and a jury of twelve key stakeholders selected the top four rated submissions; and

Whereas, Of the top four design teams, who participated in the Invited Request for Proposals ("RFP"), in Fall 2015, GRAEF was selected by the jury as the design team to evolve its Lakefront Gateway Plaza design concept; and

Whereas, GRAEF's initial scope of services includes preparation of informational and fundraising materials for the Lakefront Gateway Plaza and presentations at four community meetings; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City Comptroller is directed to transfer the amount of \$20,000 from the Capital Improvements-Advance Planning Fund, Account No. UR01214000A, and \$10,000 from the Capital Improvements-Advance Planning Fund, Account No. UR01215000A, to Subaccount No. UR012140101, to be used by DCD, as stated herein, for GRAEF to provide marketing materials for the Downtown Lakefront

Gateway Plaza; and, be it

Further Resolved, That DCD is authorized to enter into such contracts and agreements, as necessary, to accomplish the purpose and intent of this resolution.

DCD:Vanessa.Koster:vlk

02/02/16