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Lakefront Development Advisory Commission March 9, 2010 Meeting Miller Room at O'Donnell Park

Members present: Rocky Marcoux, Nik Kovac, Mike Maierle, Sue Black, Lauri Gorton, Bill Lynch, Henry Hamilton III, Tom Hoelter, Katie Pritchard

Others present: Julie Esch (staff), Mike Maierle (alternate for Rocky Marcoux), Chuck Ward, Chief of Administration for Milwaukee County Parks, Jim Keegan, Chief of Policy and Planning for Milwaukee County Parks, Jeff Gawronski and Leslie Montemurro of G1, Inc. and Rich Tennessen and T.J. Morley with Eppstein Uhen Architects, Charlie Kamps, Mary Kamps, and Andre Simms (legislative assistant for Sup. Dimitrijevic).

1. Commission Vacancy: Intergovernmental Cooperation Council South

Katie Pritchard, who serves on the Intergovernmental Cooperation Council, stated that the ICC would be placing this item on its April agenda. It appears that several members of the ICC are interested in filling this vacancy.

2. Report from Milwaukee County Parks Department – Preliminary Discussion of Plans for Bradford Beach and area near the former Coast Guard Station

Milwaukee County Parks Director Sue Black began her presentation by informing the Commission that her department received \$50,000 in revenue from last week's Golf Show. This is particularly significant as approximately half of the Parks Department's revenue is generated through golf fees.

The Parks Department received approximately \$5.6 million in American Recovery and Reinvestment Act (ARRA) bonds for capital improvements to several parks along the lakefront. The projects include lighting at Sheridan Park, tennis court improvements at Grant Park, new roof at South Shore Pavilion, Lagoon Drive resurfacing, McKinley Marina restroom and tennis court improvements, and renovation of the north and south Lions Bridges in Lake Park.

Bradford Beach House

Chuck Ward discussed proposed improvements to the Bradford Beach House that is currently being leased by G1, Inc. The County's lease with G1, Inc. stipulates that G1, Inc. must spend \$100,000 on the beach house facility within a three-year period. This is likely to include plumbing and electrical upgrades, bathroom renovations, security cameras and pavement improvements.

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Architecture students from UW-Milwaukee designed a lower deck addition that the Parks Department and G1, Inc. are considering for future expansion of the beach house. Once they have more detailed plans, they will bring them to the Commission for its review and recommendation likely this fall.

Representatives from G1, Inc., Todd Gawronski and Leslie Montemurro, were asked how well their beach house operation was doing financially and if the requirement to make improvements valuing \$100,000 would be a burden. They stated that 2008 revenues were \$200,000. Investing \$100,000 into the building, in addition to what they have invested over the past couple of years, will be a burden. They anticipate making a profit in year four of the contract, after the improvements have been made.

A discussion ensued about the ability of the County to expand the beach house given the lakebed grant regulations. Charlie Kamps (member of the public) distributed two memorandums to the Commission regarding lakebed grants, one related to the former Pieces of Eight restaurant and the other a September 1993 report from the Wisconsin Department of Natural Resources. The discussion focused on lakebed grant rules that do not allow for a "white table cloth" or "destination" restaurant.

Old Coast Guard Station Site

Director Black provided an overview of her vision for the old coast guard station site and adjacent areas. The picnic pavilion located at the site of the old coast guard station needs ancillary improvements such as pathways and restrooms to make the site more accessible and desirable to the public. Also, much of the land around the area, including adjacent to the center section of the McKinley Marina, is open space and surface parking that has the potential to provide better access and use of the lakefront.

Eppstein Uhen Architects developed plans, pro bono, to pictorially represent these goals as envisioned by Director Black. T.J. Morley with Eppstein Uhen explained that the proposed site plans and designs were trying to define the space as a place people could better access the lakefront. This could occur through use of sustainable materials, an undulating landscape and some additional amenities. Funding for further planning, design and construction is needed and is not part of any County budget plans.

Director Black asked for the Commission's feedback. Bob Spindell stated that he lives in the Prospect Tower building that overlooks this area of the lakefront. People are not using this space with the exception of some sports groups for team activities. Rocky Marcoux said that he liked the concepts and felt that Sue Black should move forward with her ideas. Lauri Gorton concurred and appreciated that she was getting in front of this issue. She stated that it is often difficult to appreciate the lake from ground level due to existing elevations.

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Mr. Lynch thinks that encouraging more fishing in that area would be helpful. Also, existing users should be respected in this process such that improvements to the area are not too fancy or upscale.

Katie Pritchard suggested that Director Black consider phasing the implementation of any plans given the likelihood that funding wouldn't be available all at one time. Mike Maierle recommended that any plans consider the conflicts between bicyclists, runners and walkers that currently exist at the lakefront. These uses should be separated. Mary Kamps (member of the public) also cautioned that lighting should not overpower the natural evening ambience at the lakefront.

3. Summerfest Grounds Lease Extension and Future Plans

Mr. Lynch indicated that LDAC should hear about future changes World Festivals, Inc. is planning for the Summerfest Grounds as background for evaluation of proposals for new development elsewhere on the lakefront and to provide accurate information on alternative locations for development that is proposed. Rocky Marcoux then stated that he had advised representatives of World Festivals, Inc. not to attend today's LDAC meeting because the renovation plans are not complete and have yet to be presented to the Harbor Commission (Lessor of the Summerfest grounds). Mr. Marcoux further clarified that the plans will be to renovate the existing grounds, not add more development or provide year-round entertainment. No new developments for the Summerfest grounds are currently in the works.

Mr. Marcoux told the Commission that the City of Milwaukee is working on a downtown plan revision. He will present the proposed revisions to the Commission, for information, as soon as practicable.

4. Presentation at April Meeting of County Parks, Energy and Environment

Mr. Lynch indicated that the War Memorial Center, Inc. would likely be presenting plans for parking lot expansion in April.

5. Discuss meeting dates, invitees, topics and locations

The next meeting date is to be determined. Some Commission members expressed an interest in having more lakefront tours as has been past practice.

March 15, 2010