

## **Milwaukee Organ Donor Plaza**

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**Proposed Site:** (Maps/Drawings enclosed: “Site Plan”) The “Milwaukee Organ Donor Plaza” covers the existing concrete area just west of McKinley beach and north of the McKinley Marina parking lot. The site, in future plans, may expand for landscaping purposes west towards Lake Shore Drive, but for Phase 1 will be limited to the existing concrete area.

**General Project Description:** The purpose and nature of the proposed “Milwaukee Organ Donor Plaza” is to create a memorial site where the six members of the University of Michigan organ transplant team lost their lives in the Milwaukee Marina on June 4, 2007. It is also intended to be a place where southeastern Wisconsin organ donors can be honored by name. Our intent is that the Plaza becomes a landmark in Milwaukee: a place for reflection and reverence for honoring the human spirit and remembering those how have gone before us. This site creation will ultimately raise awareness about the critical need for organ donation as well.

**Buildings or other structures:** (Drawings enclosed: “Elevation View”) A memorial bench structure, which currently exists as standard concrete, will be resurfaced with a limestone cap. This bench will be utilized as the signage for the Plaza (as shown on drawings). The bench structure will be lit internally, highlighting the Plaza’s name. The flooring surface surrounding the newly surfaced bench will also be outlined in limestone surrounding a plaque engraved with the names of those who died in the plane crash on June 4, 2007. Three benches for seating will also be placed on each side of the area facing the bench structure and lake. These plans are the first phase of the project. In future phases, bricks engraved with the names of southeastern Wisconsin organ donors will take the place of the existing concrete ground and will expand towards the north, south and west, not to exceed the designated area.

**Landscaping:** Due to this beach area being highly publicly used, landscaping will remain unchanged. Keeping the view of the beach and lake is of utmost importance as the view itself is beautiful and significant to this memorial site.

**Parking:** No additional parking spaces or locations will be added with the development of the Plaza. Current public parking areas on the street along Lincoln Memorial Drive and the McKinley Marina parking lot will be available for visitors.

**Traffic and pedestrian flow:** The Wisconsin Donor Network does not anticipate any unusual traffic due to this development. Pedestrian flow may increase slightly with visitors spending “quiet time” remembering their loved ones, but nothing that would cause traffic out of the ordinary.

**Proposed arrangements for use of site:** This area will continue to be owned by the Milwaukee County Park System; however, the Wisconsin Donor Network will assume all building costs to transition the property to the “Milwaukee Organ Donor Plaza.” All design and construction plans will be approved by the Milwaukee County Park System prior to construction. The Milwaukee County Park System has agreed to take care of any custodial maintenance of the area; extended maintenance or replacement of site materials will be covered by the Wisconsin Donor Network.

**Describe the impact your proposed project will have on each of the following:**

**Promotion of clean water:** N/A

**Reduction of air pollution:** N/A

**Noise levels:** N/A

**Traffic congestion:** N/A

**Litter reduction:** N/A

**Describe the area surrounding the proposed site:** Currently, the McKinley beach area is a popular destination for “hanging out” in downtown Milwaukee. It is located right on Lincoln Memorial Drive where many outdoor athletic activities occur (running, rollerblading, biking, etc.). A playground is located just south of the area where families are welcome to gather. The proposed “Milwaukee Organ Donor Plaza” is intended to simply add to the beauty of the area while also denoting the importance of those who have saved lives and spread awareness about the critical need of organ donation. All activities that currently take place in this area are expected to continue, although it may be more of a restful, peaceful place for families and visitors to gather.

**Describe how your project will change site lines and vistas of the Lake:** The “Milwaukee Organ Donor Plaza” will not change any site lines or vistas of the lake in any way. It will actually enhance the view as that is a significant site to this memorial.

**Access to the Lake:** No changes will be made regarding access to the Lake.

**Food Service:** N/A

**Great Lakes History:** The tragic plane crash on June 4, 2007 is now a part of the Great Lake’s history. The memorial site will place great importance on remembering this event and the lives that were lost while lives were trying to be saved. That, itself, will leave a legacy for the future.

**Open Space and Recreational Role of Parkland:** As described above, the proposed site will not change the activities that take place on the current area, but will offer a restful, peaceful place where lives that were lost can be honored and remembered.

***Necessity for lakefront site:*** The “Milwaukee Organ Donor Plaza” will be a newly constructed area that does not exist anywhere else in the state of Wisconsin. Currently, families of organ donors in southeastern Wisconsin do not have a location to go to remember their loved one as an organ donor, except their personal grave site. Due to the plane crash site at the McKinley Marina, the proposed location is only appropriate for this memorial site. With the help of the Milwaukee Governor’s office, other locations had been contemplated; however the connection to the plane crash with organ donation finds this location premier and outstanding.

***Impact on space for temporary uses:*** This space is expected to be a permanent structure to the lakefront.

***Restoration plan when proposed used of site ends:*** As long as organ donation continues to occur and people continue to need transplants, this site location will always be appropriate. There is no reason to believe the site will ever need to be restored.

***Expansion:*** As described above, future plans are to continually add bricks as flooring with the names of organ donors as they occur. More seating areas and landscaping may be added to beautify the space and provide more seating for reflection, but the general land area will continue to stay open for activity. It will not affect the lakefront or other surrounding facilities.

***Business plan viability:*** The first phase of the “Milwaukee Organ Donor Plaza” will be funded by the Wisconsin Donor Network and our Foundation account funds through Froedtert Memorial Lutheran Hospital, which we are a division of. These funds were raised through donations and charity of the community. The Wisconsin Donor Network is federally funded through the government and as long as organ donations continue, the long-term viability and sustainability will continue through the foundation funds raised and by the government. As the site continues to grow, donations may occur from public entities such as hospitals the Wisconsin Donor Network supports, transplant centers, donor families, recipients, and organizations or the community at large with connections associated to organ donation. The Wisconsin Donor Network, however, does not expect any of the expenses to ever be donated and will provide what is needed for expansion, should it be necessary.

***Your experience and resources:*** The Wisconsin Donor Network has limited experience creating memorial sites such as this, but has reputable relationships with the Governor’s office and the Milwaukee County Park System. We are also working closely with Lied’s, a landscaping and design company, with 62 years of experience and many prominent projects in the community. Froedtert Memorial Lutheran Hospital is also a resource to our team as we are a division of their hospital.

***Future public investment:*** As discussed with the Milwaukee County Parks System, general maintenance to the area will be taken care of by those who currently maintain the area. Costs for this maintenance will be worked out with them specifically. Any other public investments for the future of the “Milwaukee Organ Donor Plaza” are described in the business plan above.

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