May 20, 2010

William H. Lynch, Chairman
Lakefront Development Advisory Commission
312 East Wisconsin Avenue, Suite 210
Milwaukee, WI  52302

Dear Mr. Lynch,

Renovations to the War Memorial North entrance and parking lot were approved as part of the 2010 Milwaukee County Capital budget. The design work on this project is in advanced development. We have been striving to accomplish all goals set by the War Memorial Design Review Committee and the intent of the project as approved by County Executive Walker and the County Board in the 2010 budget.

A respectful entrance has been designed that will properly honor our veterans and active military. Rather than entering through the existing service entry, visitors will experience a very welcoming formal entrance. This entrance will be a visible aesthetic enhancement to not only War Memorial and general lakefront visitors, but to anyone traveling south on Lincoln Memorial Drive.

The War Memorial parking lot capacity has been well short of our needs since the loss of our South Lot due to the construction of the Calatrava Wing of the Milwaukee Art Museum. The parking lot to the North was added at the time of construction yielding 100 spaces less than what we had. It is common to have cars parked on service drives and grass areas adjacent to the lot. Our current design not only adds 88 parking spaces and a much needed drop off area but we have done so in an environmentally friendly way while utilizing minimal additional surface. Renovation to the parking lot includes two rain gardens that will filter parking lot run-off before it reaches the lake. We are also proposing planting 70 trees that will reduce the "heat island effect" of the paved surfaces and will also provide more pleasing aesthetics to the lakefront than we currently have. New site lighting will take advantage of LED technology that will reduce energy use while focusing the light only where it is needed.

The War Memorial Center is a successful Milwaukee County facility that relies heavily on revenues generated by facility use and parking. We believe this project will help us continue our success for years to come. We are requesting the opportunity to present
Milwaukee County War Memorial, Inc.
Corporate Offices located at 750 N. Lincoln Memorial Drive
Milwaukee, Wisconsin 53202

"To Honor the Dead by Serving the Living"

our plans to the Lakefront Development Advisory Commission for review and feedback at your earliest convenience. Thank you for your consideration.

War Memorial Center

Sincerely,

George J. Gaspar
Chairman
Milwaukee County War Memorial Board of Trustees
Memorial Center

David J. Drent
Executive Director
Milwaukee County War

Milwaukee Art Museum

Cc: County Executive Scott Walker, Milwaukee County
Chairman Lee Holloway, Milwaukee County Board of Supervisors
Supervisor Gerry Broderick, Chairman
Milwaukee County Committee on Parks, Energy and Environment

Marcus Center for the Performing Arts

Charles Allis Art Museum

Villa Terrace Decorative Arts Museum

Phone: (414) 273-5533   Fax: (414) 273-2455
E-mail: info@warmemorialcenter.org
Paving Information:
- Existing:
  - Approximately 130,000SF (3 acres) of paved area
- New:
  - 157,000 SF (3.6 acres) of paved area
    - 27,000SF new paved area (0.6 acres).
    - 9,700SF (0.22 acres) of the new paved area is on the northeast portion of the site.

Parking Information:
- Existing:
  - Parking Capacity: 287 marked spaces, plus 20 vehicles we observed parking in unmarked paved area at northeast portion of site. (This does not account for vehicles parking on grass areas)
- New:
  - Parking Capacity: 375(88 new) marked spaces

Planting and Landscape Information:
- Existing:
  - 16 damaged or poor-health trees to be removed from small islands and concrete planters
- New:
  - Approximately 70 new trees planted in larger islands that will allow for healthier growth, larger root area, and protection from vehicular traffic.
  - Adding Approximately 225SF of new rain garden area
Milwaukee County War Memorial Proposed North Entrance and Parking Renovations
EXISTING STALL COUNT:
287 STALLS

Approximately 100 cars parked on the lawn

Existing Site Conditions

Milwaukee County War Memorial  Proposed North Entrance and Parking Renovations
Existing Stall Count: 287 Stalls

Cars parking on unpaved surfaces may cause muddy ruts, thus adding to the suspended solids washed into the Lake.

Existing Site Conditions

Milwaukee County War Memorial  Proposed North Entrance and Parking Renovations
Existing View to the South

New View to the South

Milwaukee County War Memorial  Proposed North Entrance and Parking Renovations
Existing View to West
(Trash Compactor Enclosure)

Plaza View to West

Milwaukee County War Memorial | Proposed North Entrance and Parking Renovations
Memorial Lobby Interior View to North Entrance

Existing Entry Experience

Milwaukee County War Memorial  Proposed North Entrance and Parking Renovations
Memorial Lobby Interior View to North Plaza

Milwaukee County War Memorial Proposed North Entrance and Parking Renovations
Memorial Lobby Interior View

Milwaukee County War Memorial Proposed North Entrance and Parking Renovations
Existing View to South

Memorial Lobby Interior – View to South

Milwaukee County War Memorial Proposed North Entrance and Parking Renovations
Memorial Lobby Interior View to South

Milwaukee County War Memorial  Proposed North Entrance and Parking Renovations
Existing Elevator Lobby

Memorial Lobby Interior View at Elevator Lobby

Milwaukee County War Memorial  Proposed North Entrance and Parking Renovations