



Department of City Development
News Release

FOR IMMEDIATE RELEASE

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MAYOR BARRETT ANNOUNCES 2007 URBAN DESIGN AWARDS Awards Event Tonight To Highlight 27 Milwaukee Projects

Milwaukee Mayor Tom Barrett will recognize 27 projects this evening with a 'Mayor's Urban Design Award' during a 5 p.m. ceremony at the UW-Milwaukee School of Architecture and Urban Planning 2131 E. Hartford Ave. This is the 11th year for the annual Mayor's Urban Design Awards, with 177 projects recognized since 1997 for exceptional design, façade improvements, landscaping and even signage.

The common element among the award winners is the investment made in unique and innovative design that complements Milwaukee's tapestry of neighborhoods and contributes to the 'cool factor' of the city's image. The Mayor's Urban Design Awards include categories to reflect Mayor Tom Barrett's emphasis on green design and conversion of underused traditional Milwaukee buildings.

"Each year we want to recognize the investment and innovation of property owners and individuals in excellent urban design, for it is their attention to detail that makes Milwaukee an exciting place to attract businesses, visitors and residents," said Mayor Tom Barrett.

2007 Mayor's Urban Design Award Winners

Addresses and descriptions by category follows . Images Available upon request.

East Kilbourn Streetscaping, Shea Community Garden, Menomonee Valley Community Park, Alterra Coffee on Humboldt, Lloyd Street Global Education School Rain Garden, Walgreens on Oakland Ave, Milwaukee Intermodal Station, North Point Light Station/House, Dr Wesley L Scott Senior Living Community, Old South Side Settlement Museum, Kinnickinnic Storefronts, Brocach Irish Pub, 840 – 844 North Plankinton building, Capitol Crossing/Lad Lake School, Maxie's Southern Comfort, Convent Hill, Walgreens on S. 27th St., 161 First St., Let's Party, Mortara Instrument, General Mitchell Midwest Concourses, Moderne Sales Center, Scranton Stockdale-built House restoration (2865 N. Hackett Ave), St. Hedwig Church restoration, Button Block Building Column Restoration, Pritzlaff Hardware Building restoration, and James Brown Double House restoration.

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CATEGORY: CONNECTING PLACES

WINNER

East Kilbourn Streetscaping (between Water St. and Prospect Ave.)

From City Hall to Prospect Ave, this street was extensively landscaped to include new lighting and improved crosswalks.

CATEGORY: GATHERING SPOTS

WINNER

Shea Community Garden (Shea Ave. and National Ave.)

In 2005, Silver City Main Street volunteers identified this underutilized City owned property as something that "we could do something more with." Today, the park is a beautiful perennial garden with paved walkways and a pergola. All plants were donated, most coming from gardens in the neighborhood. The garden has served as a catalyst for neighborhood involvement and friendships, as neighbors make plans to create seasonal decorations and develop a fundraising scheme to perpetuate care of the park.

CATEGORY: GATHERING SPOTS

WINNER

Menomonee Valley Community Park (3500 W. Canal St.)

Once widely known as "Wisconsin's biggest eyesore," the site of the former Milwaukee Road Shops just west of downtown Milwaukee is now one of the largest brownfield redevelopment successes in state history. The first phase of the Menomonee Valley Industrial Center (MVIC) and Community Park was completed in June, 2007. This created 35 acres of a public park north of the Menomonee River. The Sierra Club declared the innovative Menomonee Valley project one of the "Top 10 Developments in the Nation." In the Community Park, picnic tables were built from salvaged wood from the former Milwaukee Stockyards, and benches were made from excess sewer pipe. Walking paths along the south bank of the river are lined with Cream City bricks salvaged from a nearby demolished building and throughout Stormwater Park artistic panels made of recycled glass tell the story of the Valley's flora and fauna.

CATEGORY: KEEPING IT GREEN

WINNER

Alterra Coffee (2999 N. Humboldt Blvd.)

Alterra Coffee Roasters' new building at the corner of Humboldt Boulevard and Chambers Street is a dynamic, lively addition to the Riverwest neighborhood. The company purchased a long-vacant brownfield from the Redevelopment Authority, and brought together city, state, federal and private resources to transform it into their new 24,000 square foot headquarters, café, roasting facility, and adjacent retail spaces. The new building incorporates many green and neighborhood-friendly features. About 90% of the previously existing building on the site was deconstructed and recycled. The new building includes beams from an old Kohl's Grocery store, tables salvaged from the Milwaukee Technical High School, windows salvaged from another old warehouse, and many other recycled products. These old elements give the brand-new building a feeling that it has "always been there." Dual-flush toilets in the restrooms help save water, and educate customers. Nighttime lighting outside the building enlivens the street and helps create a sense of safety, while day lighting inside helps keep energy bills low. Native plantings in the landscape beds give building a local character.

WINNER

Lloyd Street Global Education School Rain Garden (1228 W. Lloyd St.)

The Lloyd Street Global Education School Rain Garden brings prairie life to downtown Milwaukee. The large structure is set in the middle of the school's asphalt playground and provides much needed green space for the students, staff, and neighbors to admire. The burgeoning ecosystem is maintained by Sharon Adams' Walnut Way organization. The students enjoy the added touch of nature that is part of their school. City of Milwaukee obtained an EPA grant for this project.

CATEGORY: BEST FACE FORWARD

WINNER

Walgreens (2950 N. Oakland Ave.)

The new Walgreen's establishes a new prototype for the company. Large glass windows, unique masonry surface exterior, and building fronting sidewalk are all atypical features for this particular type of development.

WINNER

Milwaukee Intermodal Station (433 W. St. Paul Ave.)

The City of Milwaukee partnered with the State of Wisconsin to create a dynamic new transportation gateway to the state's largest city through the facelift of the Amtrak station into an Intermodal Transportation Station.

CATEGORY: GOOD CITIZEN

WINNER

North Point Light Station/House (2650 N. Wahl Ave)

Rejuvenation within Lake Park of what had become an eyesore, a public space both inside and outside. The finished project prevented the site from being auctioned off as a surplus site to the highest bidder. The Northpoint Lighthouse Friends worked for over ten years to develop the funding and the plan to revitalize and restore this Milwaukee jewel without any financial impact to the local tax base.

CATEGORY: GOOD CITIZEN

WINNER

Dr Wesley L Scott Senior Living Community (2802 W. Wright St.)

The Dr. Wesley L. Scott Senior Living Community is following the spirit of Dr. Scott by bringing significant investment into a challenged neighborhood to spur further development and revitalization. It provides area seniors a safe and affordable home and also gives former area residents the opportunity to return and participate in the revitalization of the neighborhood. Dr. Wesley L. Scott Senior Living Community utilizes environmentally sustainable building techniques including a rooftop solar energy system. In addition, more than 50% of the work for this development was done by Emerging Businesses and Minority Owned Businesses. The development is a prime example of how collaboration between strong partners such as Gorman & Company, the Milwaukee Urban League, WHEDA and the City of Milwaukee can be a catalyst for economic development, job creation, training, and overall growth.

WINNER

Old South Side Settlement Museum (707 W. Lincoln Ave.)

The Old South Side Settlement Museum and Urban Anthropology have made this building and the area a beautiful inviting place. The 100-year-old house at this address was converted into a museum that celebrates Milwaukee's history as a city that attracts immigrants. Planters were added to the street to call attention to the revitalization. The Urban Anthropology's Old South Side Settlement Museum tells the stories of immigrants that lived in this neighborhood. The first floor and the facade were beautifully renovated and to host collection of antiques and neighborhood stories. Many school classes and adults have come through this museum during the last year to learn more about Milwaukee's history.

CATEGORY: GOOD CITIZEN (cont'd)

WINNER

Kinnickinnic Storefronts (2212 – 2214 S. Kinnickinnic Ave.)

Patricia Wyzbinski, owner of Management Cornerstones, researched mixed-use buildings located in neighborhoods on the verge of becoming successful in lieu of moving into a downtown multi-tenant office building. Wyzbinski purchased the 2212-2214 S. Kinnickinnic building to renovate it into a unique storefront business that would contribute to the revitalization of the commercial district and the greater neighborhood. The design goal for the 2212 property was to renovate the existing building to blend with the surrounding urban context while maintaining the functionality of a mixed-use storefront building. The existing storefront was opened up to incorporate a welcoming retail feel to the office space. Large windows and a modified entry way replaced the boarded up facade to allow natural light to spill into the first floor office space and a light well to the renovated basement level. The refurbished bay window in the residential apartment and bold color scheme on the entire facade highlights the historic character of the building.

CATEGORY: OLD DOG, NEW TRICKS

WINNER

Brocach Irish Pub (1850 N. Water St.)

Restoration and expansion of 100+ year old blighted Cream City Brick building. Expanded restaurant and tavern to second floor, new rooftop viewing terrace returns this gem as a vital, attractive addition to development in the lower east side.

WINNER

840 – 844 North Plankinton

With 20 practicing attorneys, Boyle Fredrickson is Wisconsin's largest intellectual property law firm. In 2007, the firm's shareholders successfully completed an extensive real estate project consisting of the purchase and renovation of a downtown Milwaukee building that will serve as the law firm's headquarters for many years to come. The firm purchased a turn-of-the-century cream city brick building at 840 North Plankinton Avenue, along the west bank of the Milwaukee River. The interior was redesigned to reflect a contemporary urban flavor with an updated lighting scheme, exposed joists and exposed structural steel. Several cuts were to be made in the ceiling to make way for new skylights. And along the back exterior of the building, a cable railing deck was added to match similar interior design elements.

WINNER

Capitol Crossing/Lad Lake School (225 W. Capitol Dr.)

Complete restoration of a 1920s building. New windows added, tuck pointing, etc. Redevelopment of underutilized shuttered, industrial, office, warehouse property (Crane Corporation bldg.) using ingenuity in adaptive reuse to a school with all the accoutrements.

WINNER

Maxie's Southern Comfort (6732 W. Fairview Ave)

Maxie's owners took an old building that had formerly been the home of a well-loved deli, and turned it into an upscale Cajun eatery. Modern yet comfortable, it really dressed up an old brick building in need of a facelift, completely gutting the first floor, and turning the second floor apartment into more eating space. The project provided a much-needed facelift to the neighborhood, as well as adding a fine dining establishment to this area of Milwaukee.

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CATEGORY: PLAYS WELL WITH OTHERS

WINNER

Convent Hill (455 E. Ogden Ave.)

Convent Hill is a new Housing Authority of the City of Milwaukee 10 story high-rise located at the corner of N Milwaukee St and E Ogden Ave in downtown Milwaukee. This building replaces an eight story high-rise building constructed in 1961. The new building provides 120 safe, convenient, and efficient apartments for low-income elderly residents. The main concerns during the planning were the needs of the residents, particularly the elderly, and the needs of the neighborhood. Convent Hill was designed to meet not only all applicable codes as they relate to persons with disabilities, but their changing needs as well. Features included in the design are extra-wide doorways, clearances on the side of toilets for transfers, controls for equipment at 48" above the floor, electrical outlets at 27" above the floor, low-pile carpeting, accessible fixtures in the bathrooms and kitchens, and higher light intensities in the common areas. These features represent a commitment to universal design. The building has many sustainable features - high efficiency florescent light fixtures, carpeting with a high level of recycled material, stained concrete floors to reduce maintenance, and heat pumps that provide heating or cooling to individual apartments. Also included is recycled rubber flooring, and a building structure comprised primarily with regionally manufactured steel. A green roof will be installed in the near future. There are many amenities included - fitness center, beauty salon, craft room, computer technology center, etc.

WINNER

Walgreens (3333 S. 27th St. and W. National Ave.)

Milwaukee's first victory in working with Walgreen's to alter its design of its stores to fit within the urban setting.

WINNER

161 First (161 S. 1st Street)

161 First is a four-story, mixed-use office building in the Walker's Point neighborhood of Milwaukee. This contemporary building creates a humane office environment through abundant natural light, operable windows, and outdoor spaces for its inhabitants to enjoy. The building's proportions & massing as well as its exposed structural members take their cues from the surrounding historic structures within the neighborhood. 161 First has quickly become a Walker's Point icon with its playful façade and a common yet expressive palette of materials.

CATEGORY: NEW IN THE NEIGHBORHOOD

WINNER

Let's Party (5444 W. Fond du Lac Ave.)

A \$2.3 million expansion and renovation of a building that houses a party store, creating 20 additional jobs and establishing one of the most elaborate African-American-owned and operated banquet halls in Milwaukee.

WINNER

Mortara Instruments (7865 N. 86th St.)

A sensitive expansion of this existing business that incorporated natural light and surrounding woods.

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CATEGORY: NEW IN THE NEIGHBORHOOD (Cont'd)

WINNER

General Mitchell Midwest Concourses (5300 S. Howell Ave.)

The Concourse C project expands the terminal from 10 aircraft parking positions and 8 gates to 16 parking positions and 16 gates. The project was completed in two phases. First to be completed was the "stem" portion, which increased capacity by 31,000 sf for the security checkpoint and provided an additional security screening lane, large airline gate seating areas, an atrium with increased natural light and remodeled dining and retail areas. The second phase, called the "hammerhead" because of its placement at the end of the "stem" and perpendicular orientation, added 8 more gates. Design expresses ideas of transparency, motion and light. Natural daylight is introduced through a series of clerestories along the concourse.

CATEGORY: URBAN ODDITIES & AMENITIES

WINNER

Moderne Sales Center (Corner of 3rd and Juneau Ave)

This innovative project is a unique and artistic re-use of industrial shipping containers that have been converted to a sales center for a new 30 story high-rise building on the Park East Corridor. Highly functional, this temporary urban art piece, designed as a catalyst for development in the Park East, makes a bold and creative statement about this area's industrial past and its future urbanization.

CREAM OF THE CREAM CITY HISTORIC PRESERVATION AWARDS

Scranton Stockdale-built House (2865 N. Hackett Ave)

Built in 1921, this home had its front porch restored and aluminum siding removed to reveal historic exterior.

St. Hedwig Church (1704 N. Humboldt Ave)

Heritage preservation work and restoration of copper roof brings St. Hedwig church back to its visual glory as the spiritual heart of the Brady Street neighborhood since its completion in 1886. Founded by a group of determined Polish immigrants, St. Hedwig Church is now part of Three Holy Women Parish that also incorporates Holy Rosary Church (Irish origins) and St. Rita's Church (Italian origins). The parish reflects the melting pot that is the Brady Street area.

Button Block Column Restoration (500 N. Water St.)

Restoration and replacement of the corner column at the Button Block Building included removal of the existing granite column, sandstone base and limestone pier down to expose the existing timber piles. These piles were then cut down to solid material and a new concrete pile cap and pier were constructed. Additional repairs were done to rotted timber piles underneath the exterior load bearing walls.

Pritzlaff Hardware Building (1033 N. Old World Third St.)

The Pritzlaff Hardware Company Building is a fine example of the Italianate style and is part of a historic district listed in the National Register of Historic Places as well as having local historic designation. The building had suffered from the kind of change that afflicts so many older commercial buildings. The entire exterior of this building was restored and a new, appropriate storefront was added.

James Brown Double House (1122 N. Astor Street)

This 156-year-old structure, one of the earliest houses built in the Yankee Hill neighborhood, is a rugged survivor that has adapted with the times. The entire home was restored and now houses the offices of the Brico Fund, LLC.