



Lakefront Development Advisory Commission

William H. Lynch, Chairman

312 East Wisconsin Avenue, Suite 210

Milwaukee, WI 53202

**MINUTES OF
LAKEFRONT DEVELOPMENT ADVISORY COMMISSION
MEETING OF OCTOBER 15, 2008**

**4:00 p.m.
Miller Room
O'Donnell Park
910 East Michigan Ave.
Milwaukee, WI 53202**

Commissioners present:

William Lynch, chairman
Thomas Frenn, acting secretary
Chuck Ward, Milwaukee Co. Parks, representing Sue Black
Ellen Brostrom
Lauri Gorton
Gloria Mc Cutcheon, Wisconsin Department of Natural Resources
Robert F. Spindell
Gerry Broderick, Milwaukee County supervisor
Katie Prichard
Rocky Marcoux, Milwaukee Department of City Development
Commissioner
Tim Hoelter, Milwaukee Harbor Commission president
Kurt Mihelichl

Members of the public

Kathy Mulvey
Charles Kamps
Mike Maierle
Greg Bird
Barbara Chudnow
Bill Lavalette

- 1) Status of appointments to LDAC

William Lynch and Robert F. Spindell have been formally reappointed.

Various members are appointed by virtue of positions they hold in their



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respective agencies, including Tim Hoelter, who now replaces Dan Steininger as Milwaukee Harbor Commission president.

2) Status of drafting of bylaws

Ellen Brostrom will edit the by-laws for consideration at a future meeting.

3) Schedule election of officers

Deferred.

4) Milwaukee County budget proposal to charge for parking in lakefront parks

Background: Milwaukee County Executive has placed an item in his budget proposal seeking to place 500 meters along Lincoln Memorial Drive and several parking lots at the lakefront. County Supervisor Gerry Broderick sought an LDAC recommendation, however, he did not make a formal request. He felt that if this budget item passed it would be a fait accompli and therefore too late for consideration.

Presentation: No formal presentation was made. Various comments indicated that parking could cost \$1 an hour and generate an estimated \$405,000. Part or all of that would be used for life guards.

Discussion: Gerry Broderick – it would destroy lakefront aesthetics for strictly pecuniary reasons. Rocky Marcoux - weighing in on a county budget item raises a jurisdictional issue. Members of the public indicated that: the board should state its provisional opposition until a presentation can be heard.



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Parking fees would harm access for the poor. Additional revenue might help continue improvements that have encouraged people to enjoy the lakefront at Bradford Beach.

Decision: Chairman William Lynch will contact the County Executive about scheduling a special meeting after Milwaukee County's Finance and Audit Committee considers it.

5) Preliminary discussion of alternatives to reconstruction of I-794 Hoan Bridge

Background: Newspaper reports indicate that the Wisconsin Dept. of Transportation is considering replacing the Hoan Bridge with a shorter, lower bridge and parkway in an effort to reduce costs.

Discussion: Rocky Marcoux - the City of Milwaukee has many concerns, but is willing to listen and consider all ideas. Concerns include: interruptions of traffic due to shipping, impacts on the port, inconvenience for south shore communities.

Decision: LDAC should take this topic up. Our criteria can apply to industrial areas as well as greenspace.

6) Preliminary discussion of possible alternative uses of the "Pieces of Eight" restaurant site

Background: Harbor 550 restaurant, which for many years was known as Pieces of Eight, closed and the 1.67-acre site it occupies could become a



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UWM facility that would house a freshwater studies school, according to an October 10, 2008 Milwaukee Journal Sentinel article.

Discussion: Tim Hoelter – The lease expires in 2018 and a lease assignment or sublease would need the approval of the Harbor Commission. There is nothing stopping LDAC from making a recommendation when there is an action to respond to. The Harbor Commission uses a 5-point test to apply the Public trust Doctrine.

Rocky Marcoux – This discussion is premature. A signature location could facilitate the M7's water industry initiative by serving as a portal to various university programs and 120 water-based industries.

General discussion – a private restaurant could be construed as an illegal use. The existing restaurant and lease may have served as an aid to navigation by serving travelers on the Highway 16 ferry.

Decision: LDAC will review proposals when they are referred by the Harbor Commission.

7) Discuss meeting dates, invitees, topics and locations.

The next regular meeting would be scheduled for the 1st or 2nd week of December. A special meeting will be held sooner if the County Executive or County Board wants LDAC input on parking meters on the lakefront.

Meeting adjourned at 5:55 p.m.



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Respectively submitted,

Michael J. Maierle