

LAKEFRONT DEVELOPMENT ADVISORY COMMISSION REQUEST FOR REVIEW

Before submitting an application for review, please familiarize yourself with each of the following and determine whether the project you wish to propose is appropriate for Milwaukee's Lakefront. LDAC has information to assist you.

- A. Lakefront Development Advisory Commission Criteria, 3 pps.
 - B. For the proposed site, determine the current laws and regulations that apply and the restrictions on land use and development in them.
 - 1. Plans. Many lakefront sites are subject to municipal and County plans. Examples are, "A Plan for Milwaukee's Lakefront", the "Plan for Phased Development of McKinley Marina, McKinley Park and Veterans Park", and the "Aquatic Plant Management Plan for McKinley and Surrounding Areas Including the Basin at Milwaukee Lakeshore State Park".
 - 2. Lakebed grant restrictions. Many lakefront lands, especially lakebed land that was filled have land use restrictions in the laws which granted the land to the County or the City
 - 3. Deed restrictions. Many parts of the lakefront were deeded to the public subject to land use restrictions. For example, in the 1930's the City deeded several parks to the County. The deeds restrict how the land may be used.
 - 4. Municipal zoning restrictions.
 - 5. The Public Trust Doctrine. An explanation of this requirement is available from LDAC
 - C. In order to understand LDAC's criteria, review LDAC's prior reports explaining its recommendations on other project proposals.
 - D. For each of the items in the application supply a response. If you do not consider the item applicable to your proposal please indicate that it is not applicable. The items that are starred, however, must be answered.
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Project Proposer:

*Contact person/spokesperson: Name, address, phone, e-mail address

*Proposed site: Describe the particular location. Attach a map or diagram showing the site boundaries. Indicate the owner or owners of the proposed site. Indicate the acreage or square feet of the proposed site. If shoreline is to be used, indicate how much. Describe how the proposed site is used now.

*General Project Description: Briefly describe the overall purpose and nature of the proposed development.

Buildings or other structures: identify all buildings, structures or other physical additions to the site that will be part of the project. Describe new construction or installation and any modification of existing structures. For each building, structure or other physical

addition to the site, describe its proposed use or uses. Describe the design of each structure or physical addition to the site. Supply photographs or drawings of each. A scale model of the proposed project would be helpful to the Commission's understanding of what you propose.

Landscaping: Describe the landscaping your project will include.

Parking: How many parking spaces will be required when your proposed project is in peak use? Describe where you propose that the required parking will be. How will the parking your project will require affect availability of parking for others? Will your parking needs increase in the future? If so, where do you propose the additional parking will be located?

Traffic and pedestrian flow: Describe the traffic patterns that will result from your proposed project. Describe how pedestrian traffic will flow.

Proposed arrangements for use of site: If site is to be leased, indicate lease term and rent. If purchased, indicate purchase price. List any special terms or conditions of the sale or lease.

Describe the impact your proposed project will have on each of the following: Promotion of clean water. Reduction of air pollution. Noise levels. Traffic congestion. Litter reduction.

*Describe the area surrounding the proposed site. Identify how each part of the surrounding area is currently used. Identify all impacts your proposed project will have on use of the surrounding area.

*Describe how your project will change site lines and vistas of the Lake.

*Access to the Lake: Describe how your project will affect access to the Lakefront area generally and particularly to the water's edge.

Food service: Do you propose to provide food service. If you do, describe the nature and extent of the service to be provided. Include proposed hours, any limits on who will be served, projected meal or sample item price ranges.

Great Lakes history: How does your proposal convey our Great Lakes History? How will it preserve our lake Michigan heritage? How will it leave a legacy for the future?

Open Space and Recreational Role of Parkland: How will your project impact the traditional open space and recreational role of lakefront parkland?

*Necessity for lakefront site: Is the use you propose now located away from the lakefront? Can the use you propose be located away from the lakefront? Describe the efforts you have undertaken to locate a site for your proposed project away from the

lakefront. If you believe your project can only be located at the proposed lakefront site, please explain why.

Impact on space for temporary uses: How long will the use you propose be in place? What impact will your project have on the availability of space for temporary uses?

*Restoration plan when proposed use of site ends: What will be required if the use you propose for the site is no longer appropriate? How will the site be restored?

Expansion: Describe all future phases for your project and all anticipated future expansion. Identify all buildings, structures or other physical improvements anticipated or that are desirable. Describe all anticipated future parking, roadway and other infrastructure needs. Describe the impact of your proposed project on the expansion possibilities and needs of nearby facilities now and in the future.

*Business plan viability: Provide the business plan for your proposed project. Include all projected revenues and identify the proposed source or sources for each. List your anticipated expenses, both for beginning of your project and for continuing upkeep and maintenance. Demonstrate the long-term viability and sustainability of your proposed use of lakefront land. Indicate whether you have received or will be seeking support from any governmental source. Include any expectation that your project will receive the benefit of in kind contributions or reduced rates for goods or services.

*Your experience and resources: Please describe the experience you have had with development and implementation of projects similar to the project you are proposing? Describe the qualifications and experience of the key people involved with implementing your proposal. Describe the funds and resources you have in hand to support the project and their source. Do you have adequate resources to go forward with the proposed project? Explain.

*Future public investment: Do you assume that any governmental body will make improvements to accommodate your project? Identify the governmental body you anticipate will make the changes and their cost. Will public investment be required in the future?

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