

# **LAKEFRONT DEVELOPMENT ADVISORY COMMISSION (LDAC)**

## **LDAC'S Vision**

The Lakefront Development Advisory Commission envisions a lakefront that reflects the following principles:

- Conform with current laws and regulations and respect adopted plans
- Encourage active and passive recreation, consistent with, but not limited to, existing uses
- Preserve and protect the scenic and natural beauty of the lakefront
- Provide access throughout the lakefront and especially to the water's edge by all Milwaukee County residents and visitors
- Recognize the unique opportunities of different parts of the lakefront and allow only projects that must be at the lakefront.

## **LDAC's PURPOSE**

Applying the criteria approved by the County and the City, the Lakefront Commission will make nonbinding recommendations to the County, City and/or State respecting whether a development proposal should be approved.

## **THE CRITERIA**

**Principle 1: Conform with current laws and regulations and respect adopted plans.**

Criteria: How does the proposal conform to each of the following?

- 1.1. Goal: Conform to "A Plan for Milwaukee's Lakefront Plan"
- 1.2. Goal: Conform to "McKinley Park Plan"
- 1.3. Goal: Conform to "The Public Trust Doctrine"
  - 1.3.1. Objective: Conform to "DNR maps of deed restrictions"
- 1.4. Goal: Conform to "City of Milwaukee Zoning Ordinance"

- 1.5. Goal: Conform to State and County deed restrictions
- 1.6. Goal: Conform to “Aquatic Plant Management Plan for McKinley and Surrounding areas including the basin at Milwaukee Lakeshore State Park”

**Principle 2: Encourage active and passive recreation, consistent with, but not limited to, existing uses**

Criteria: How does the proposal encourage each of the following?

- 2.1. Goal: Encourage water-related recreational activities
  - 2.1.1. Fishing
  - 2.1.2. Boating
  - 2.1.3. Swimming
  - 2.1.4. Windsurfing/sailboarding/surfing
- 2.2. Goal: Encourage organized recreational activities
  - 2.2.1. Formally programmed activities
  - 2.2.2. Special events
- 2.3. Goal: Encourage unorganized recreational activities
  - 2.3.1. Kite flying
  - 2.3.2. Sun bathing
  - 2.3.3. Picnicking
  - 2.3.4. In-line skating
  - 2.3.5. Jogging/running/power walking
  - 2.3.6. Biking
  - 2.3.7. Playground playing
  - 2.3.8. Tennis
- 2.4. Goal: Encourage non-activities
  - 2.4.1. Strolling
  - 2.4.2. Appreciating nature
  - 2.4.3. Moon gazing
  - 2.4.4. Handholding
  - 2.4.5. Writing and studying

- 2.4.6. Sitting around
- 2.4.7. Socializing
- 2.4.8. Contemplating
- 2.4.9. People watching
- 2.4.10. Doing nothing at all

**Principle 3: Preserve and protect the scenic and natural beauty of the lakefront.**

Criteria: How does the proposal accomplish each of the following?

- 3.1. Goal: Assure that any buildings that are built, rehabilitated or replaced are designed to high quality standards
- 3.2. Goal: Assure that any buildings that are built, rehabilitated or replaced are designed to maintain vistas and site lines of the lake
- 3.3. Goal: Discourage large surface parking lots
- 3.4. Goal: Maintain high quality grounds maintenance
- 3.5. Goal: Encourage high quality landscaping
- 3.6. Goal: Encourage preservation and creation of natural areas
- 3.7. Goal: Encourage practices that promote clean water
- 3.8. Goal: Discourage air pollution
- 3.9. Goal: Discourage noise pollution
- 3.10. Goal: Discourage increased traffic congestion
  - 3.10.1. Criterion: What will the impact of the development be on parking needs and traffic and pedestrian flow?
- 3.11. Goal: Discourage litter

**Principle 4: Provide access throughout the lakefront and especially to the water's edge by all Milwaukee County residents and visitors.**

Criteria: How does the project provide access to each of the following?

- 4.1. Goal: Walkers
- 4.2. Goal: Bikers

- 4.3. Goal: Public transit users
- 4.4. Goal: Persons with disabilities
- 4.5. Goal: Persons in or on motor vehicles
- 4.6. Goal: Persons with boats or other flotation devices
- 4.7. Goal: Persons who need bathrooms, changing rooms, showers, lockers
- 4.8. Goal: Persons who need to rent recreational equipment
- 4.9. Goal: Persons who need to buy something to eat and drink
  - 4.9.1. Criterion: See Table 1 in “A Plan for Milwaukee’s Lakefront” for possible food service facilities
- 4.10. Goal: Persons in casual or sport clothing
  - 4.10.1. Criterion: Can people enter areas and facilities in typical lakefront or sport attire?
- 4.11. Goal: Persons of all socio-economic and cultural groups and preferences
- 4.12. Goal: Milwaukee County residents
- 4.13. Goal: Visitors to Milwaukee
- 4.14. Goal: Those who travel by wing, fin, or on all four legs

**Principle 5: Recognize the unique opportunities of different parts of the lakefront and allow only projects that must be at the lakefront.**

- 5.1. Goal: Budget the allocation of lakefront lands carefully because there is only a fixed amount of it
  - 5.1.1. Criterion: How much land is required?
  - 5.1.2. Criterion: How much shoreline?
  - 5.1.3. Criterion: What is there now?
- 5.2. Goal: Preserve our Lake Michigan heritage and leave a legacy for the future.
  - 5.2.1. Criterion: How does the proposal convey our Great Lakes history
  - 5.2.2. Criterion: How does the proposal serve future generations?

- 5.3. Goal: Preserve the traditional open space and recreational role of parkland
  - 5.3.1. Criterion: Will the project protect low-intensity areas from overuse?
- 5.4. Goal: Direct more intensive facilities to parts of the lakefront that are already developed such as Municipal Pier and the Maier festival grounds
  - 5.4.1. Criterion: What is the land used for now?
- 5.5. Goal: Only approve developments at the lakefront that must be at the lakefront to achieve their purpose
  - 5.5.1. Criterion: Could the project be located elsewhere? Why must the project be located at the lakefront?
- 5.6. Goal: Preserve and promote space for temporary uses
  - 5.6.1. Criterion: How long will the use be in place?
  - 5.6.2. Criterion: What impact will the project have on the availability of space for temporary uses?
- 5.7. Goal: Any buildings or structures should be evaluated with the long view in mind
  - 5.7.1. Criterion: What happens when the current proposed water-related activity ends?
  - 5.7.2. Criterion: What happens when this or nearby facilities need to expand?
  - 5.7.3. Criterion: How well will this proposal serve the vision for Milwaukee's lakefront when another facility is proposed nearby?
  - 5.7.4. Criterion: Does the proposal have a viable business plan?
  - 5.7.5. Criterion: Does the sponsoring organization have adequate resources?
  - 5.7.6. Criterion: Will the project require future public investment?
- 5.8. Assure that new facilities complement existing facilities
  - 5.8.1. Criterion: Does the proposal complement existing facilities?

