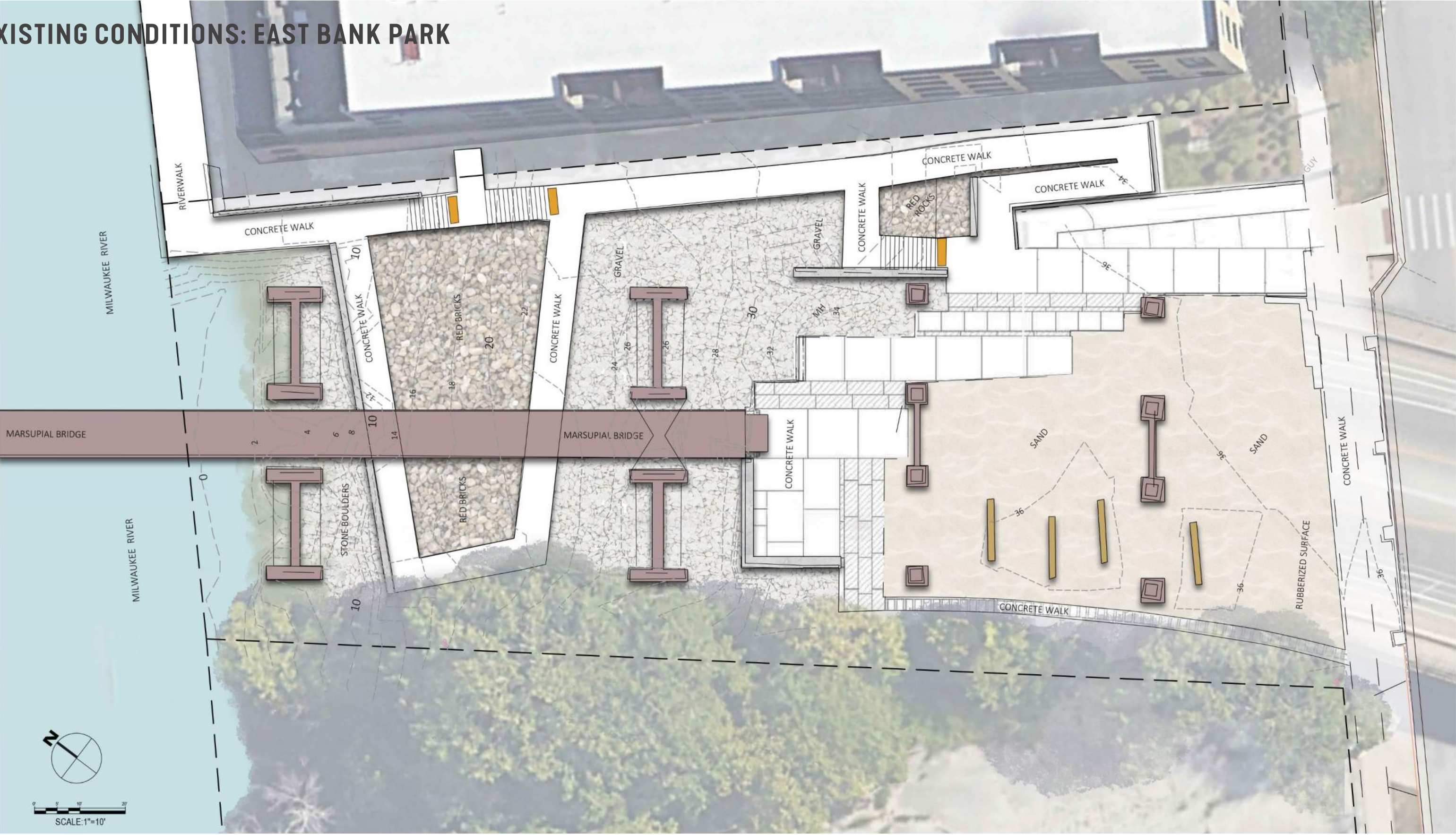


THE LANDING AT TANNERY ROW

CONCEPT PLAN
MARCH 2025

PROJECT SITE

EXISTING CONDITIONS: EAST BANK PARK



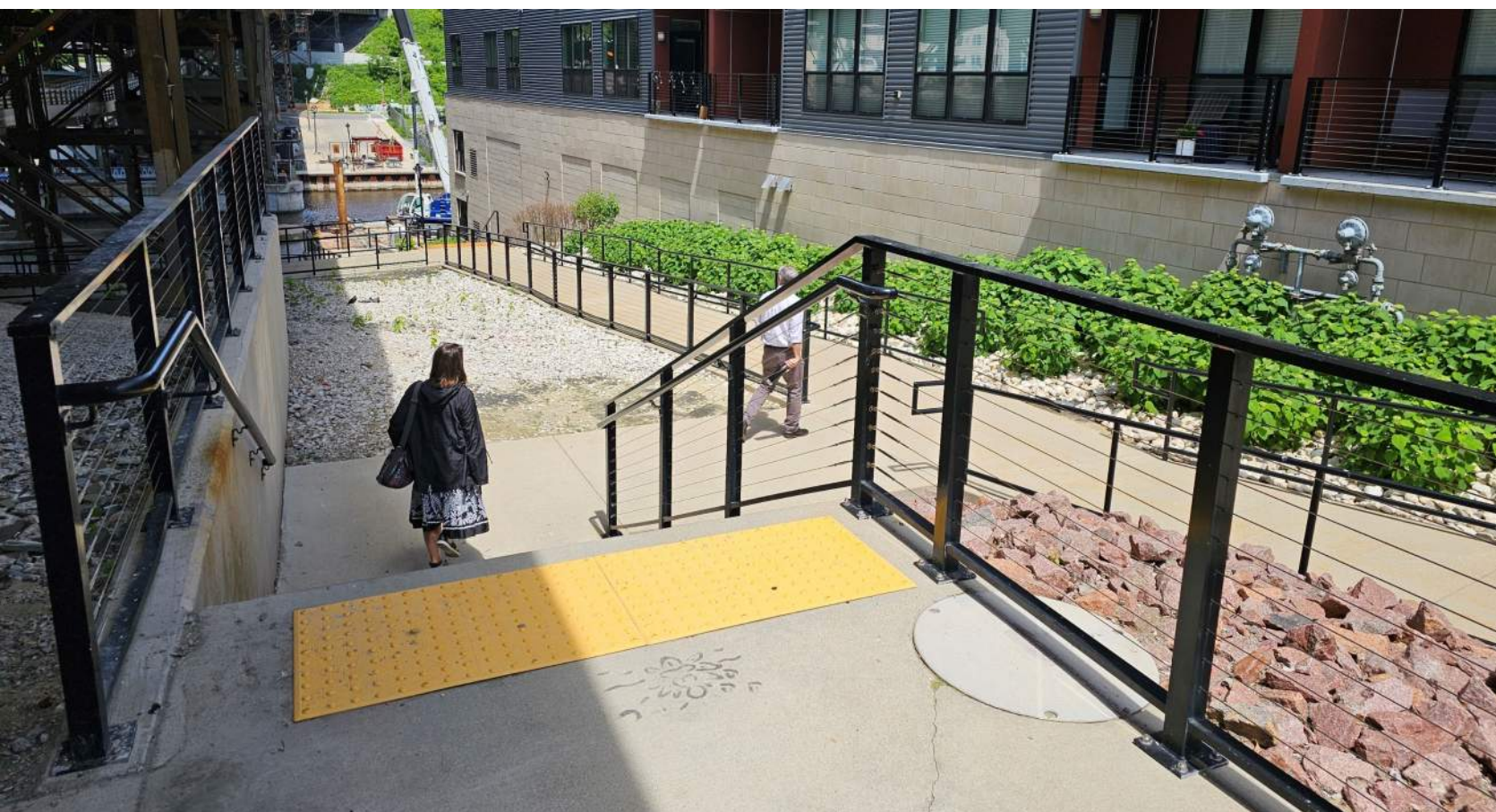
PROJECT SITE

EXISTING CONDITIONS



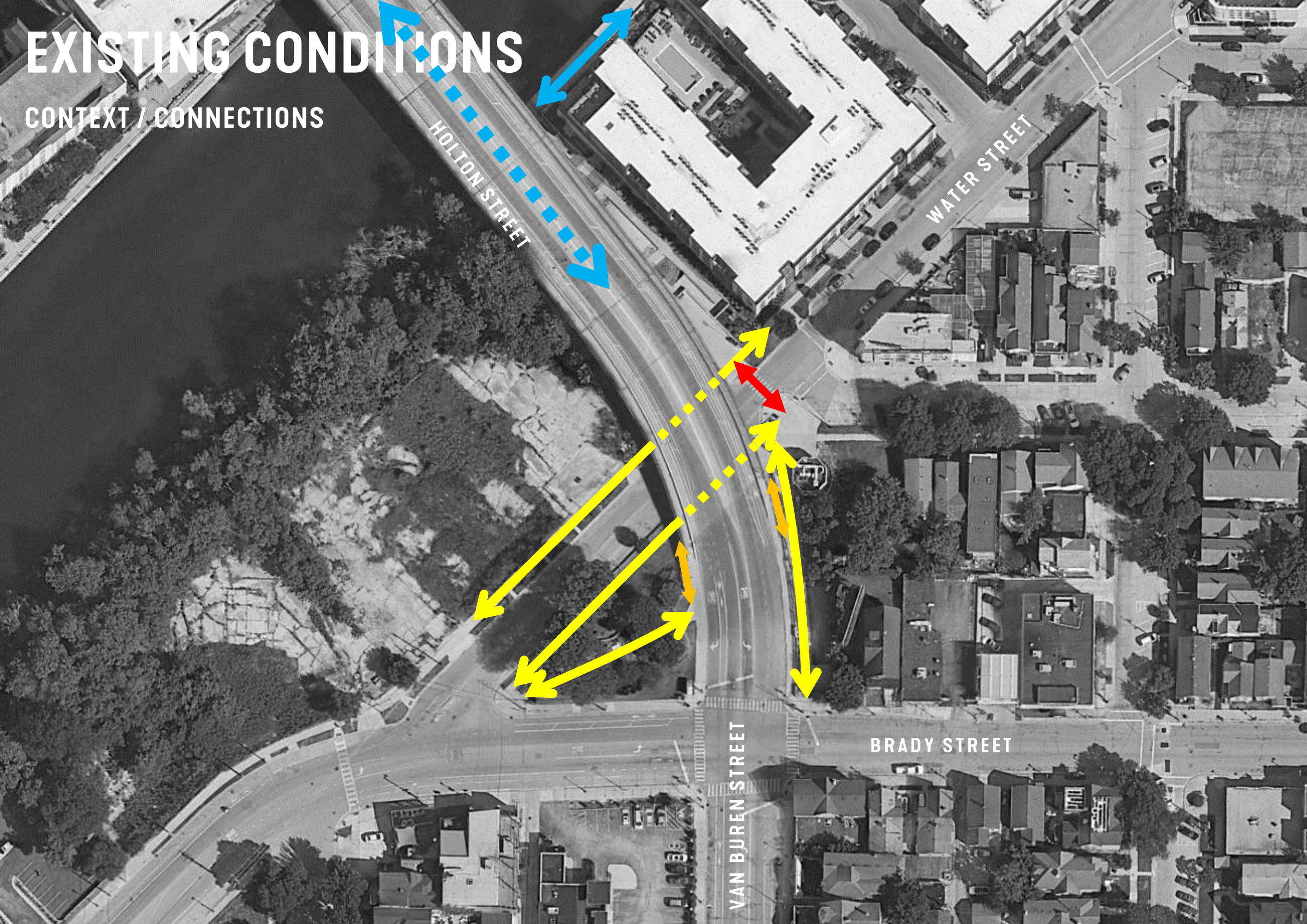
PROJECT SITE

EXISTING CONDITIONS



EXISTING CONDITIONS

CONTEXT / CONNECTIONS



 SIDEWALK / PATHWAY

 PUBLIC STAIR

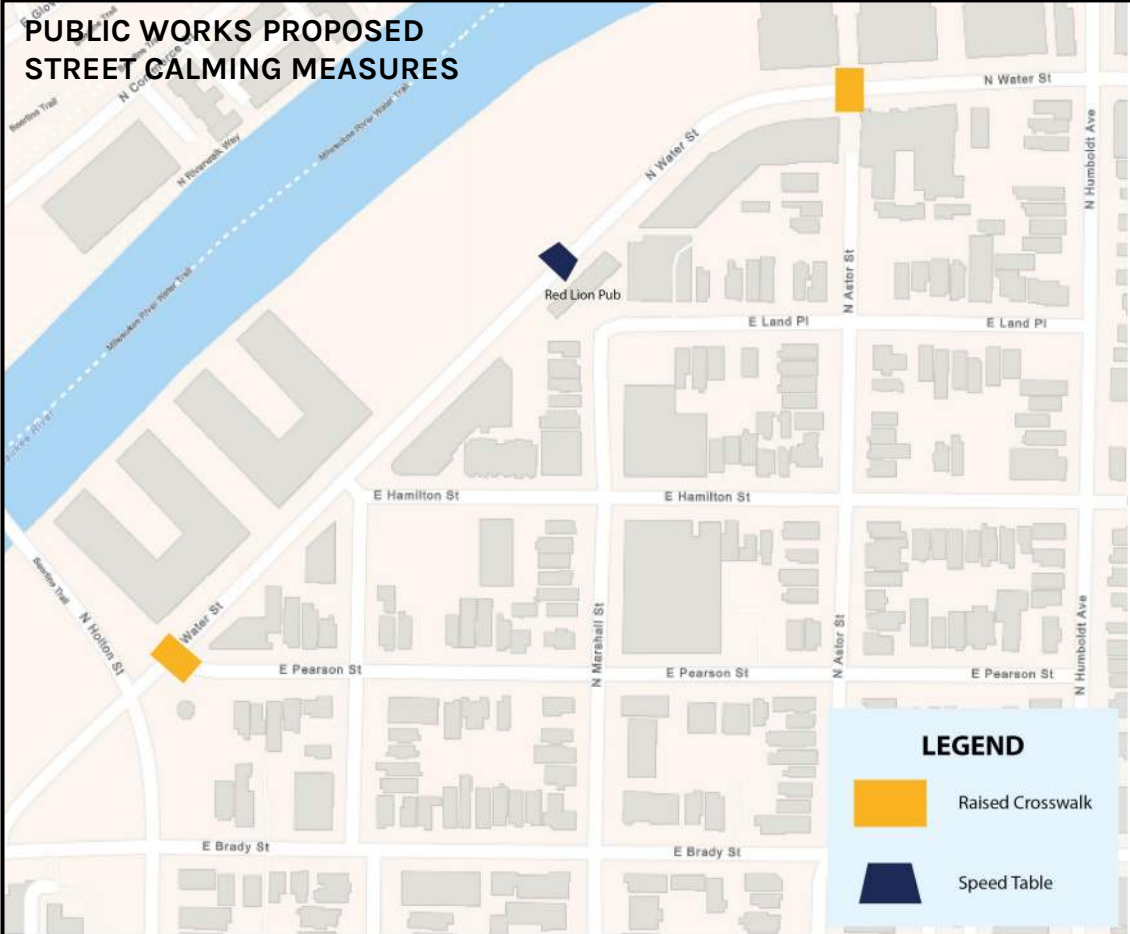
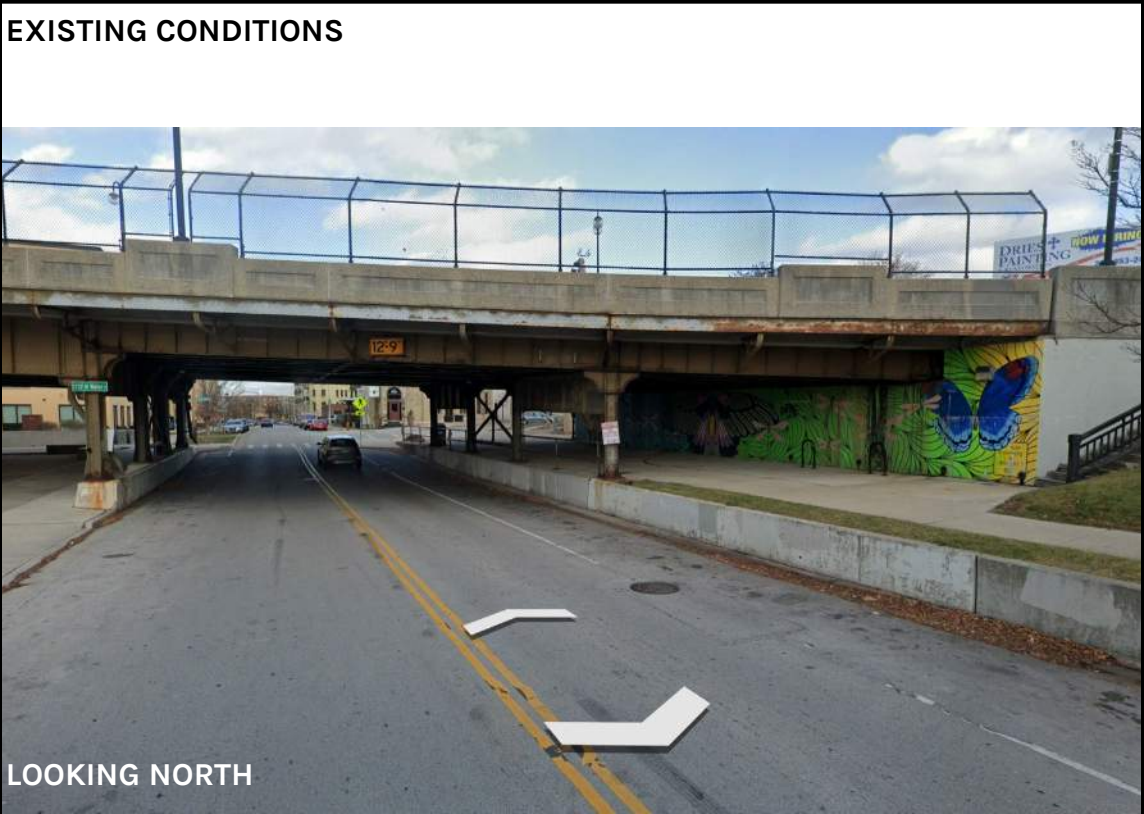
 MARKED CROSSWALK

 RIVERWALK

 MARSUPIAL BRIDGE

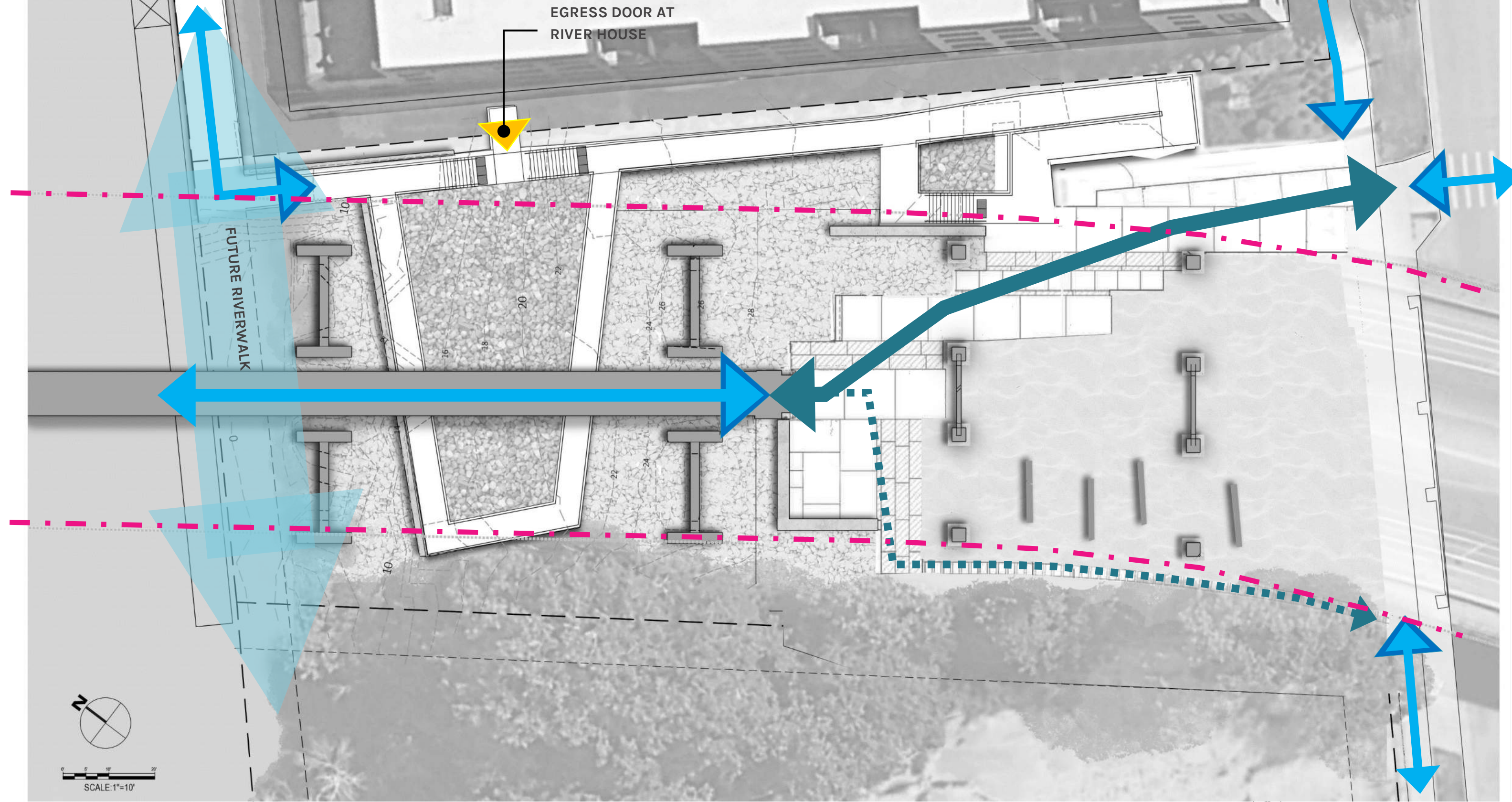
EXISTING CONDITIONS

NORTH WATER STREET



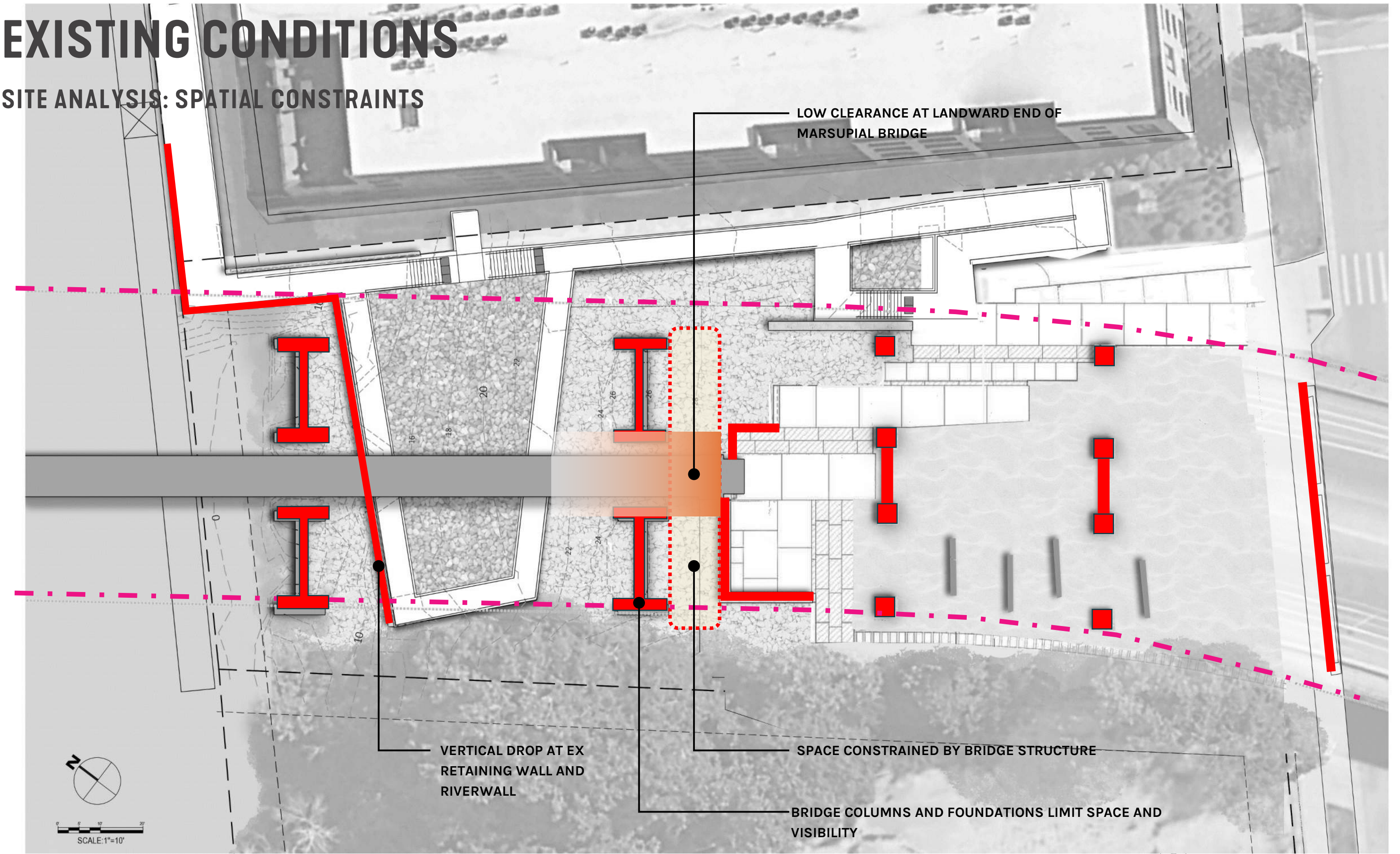
EXISTING CONDITIONS

SITE ANALYSIS: MOVEMENT



EXISTING CONDITIONS

SITE ANALYSIS: SPATIAL CONSTRAINTS

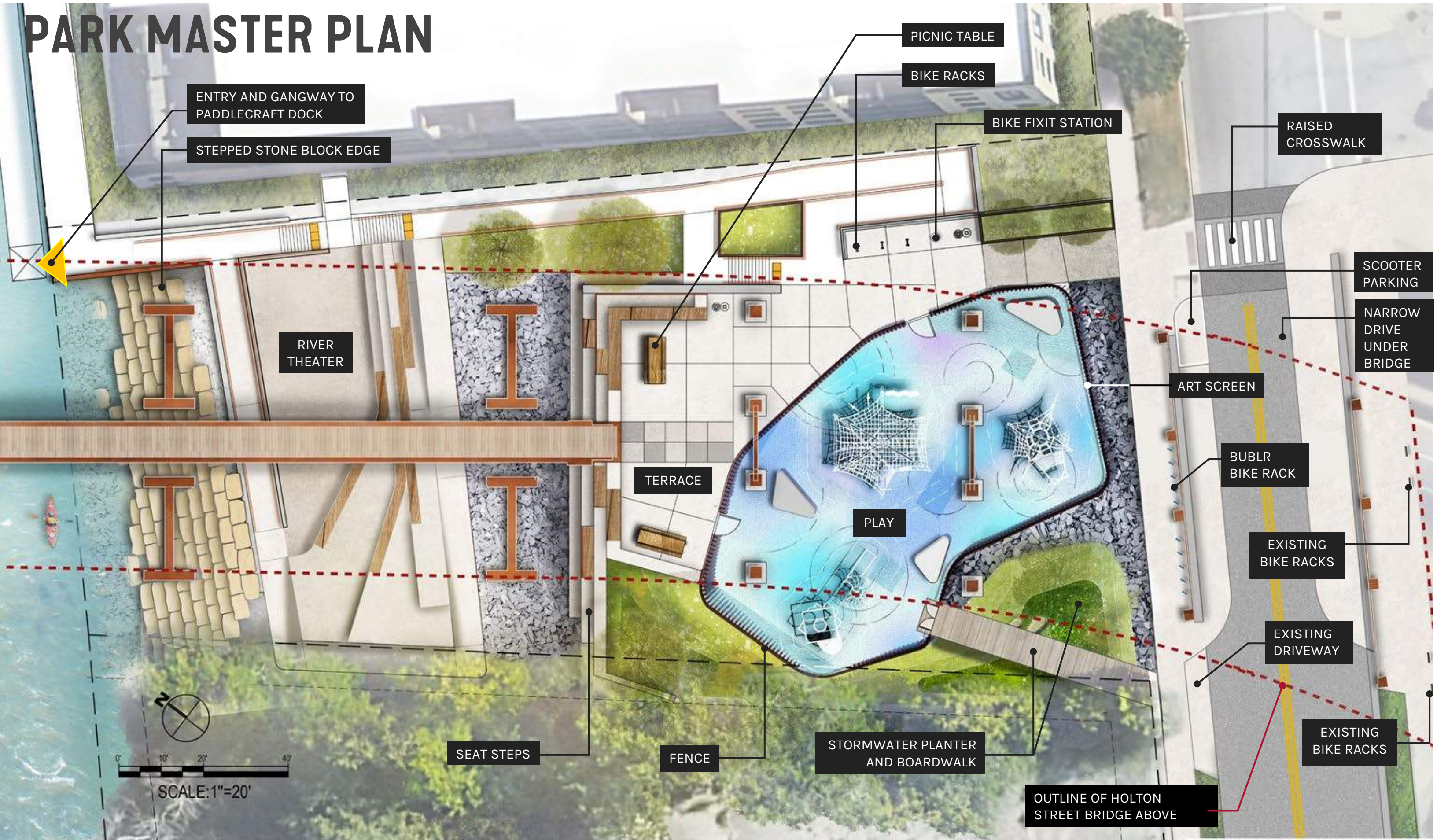


EXISTING CONDITIONS

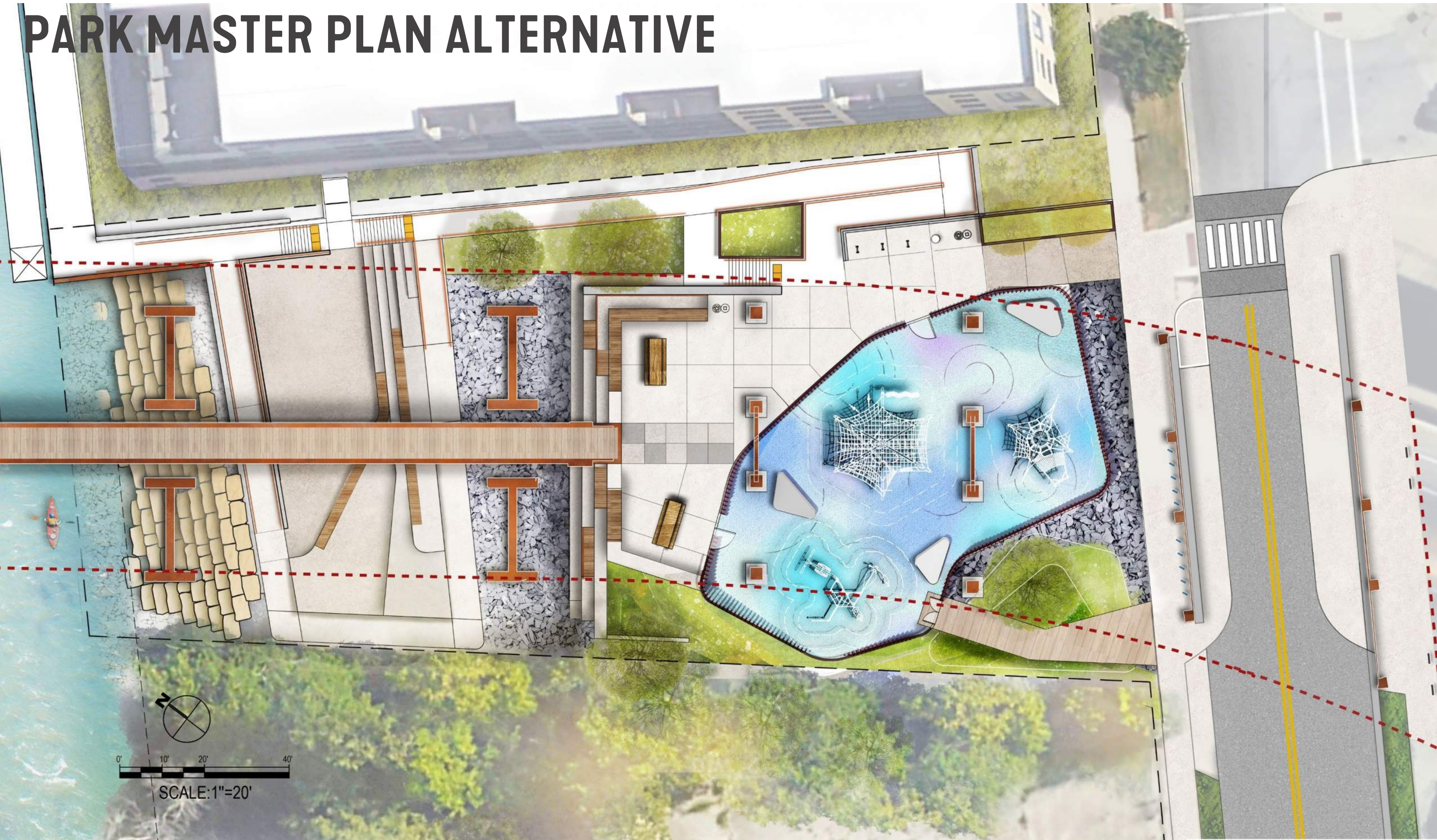
SITE ANALYSIS: LANDSCAPE OPPORTUNITIES



PARK MASTER PLAN

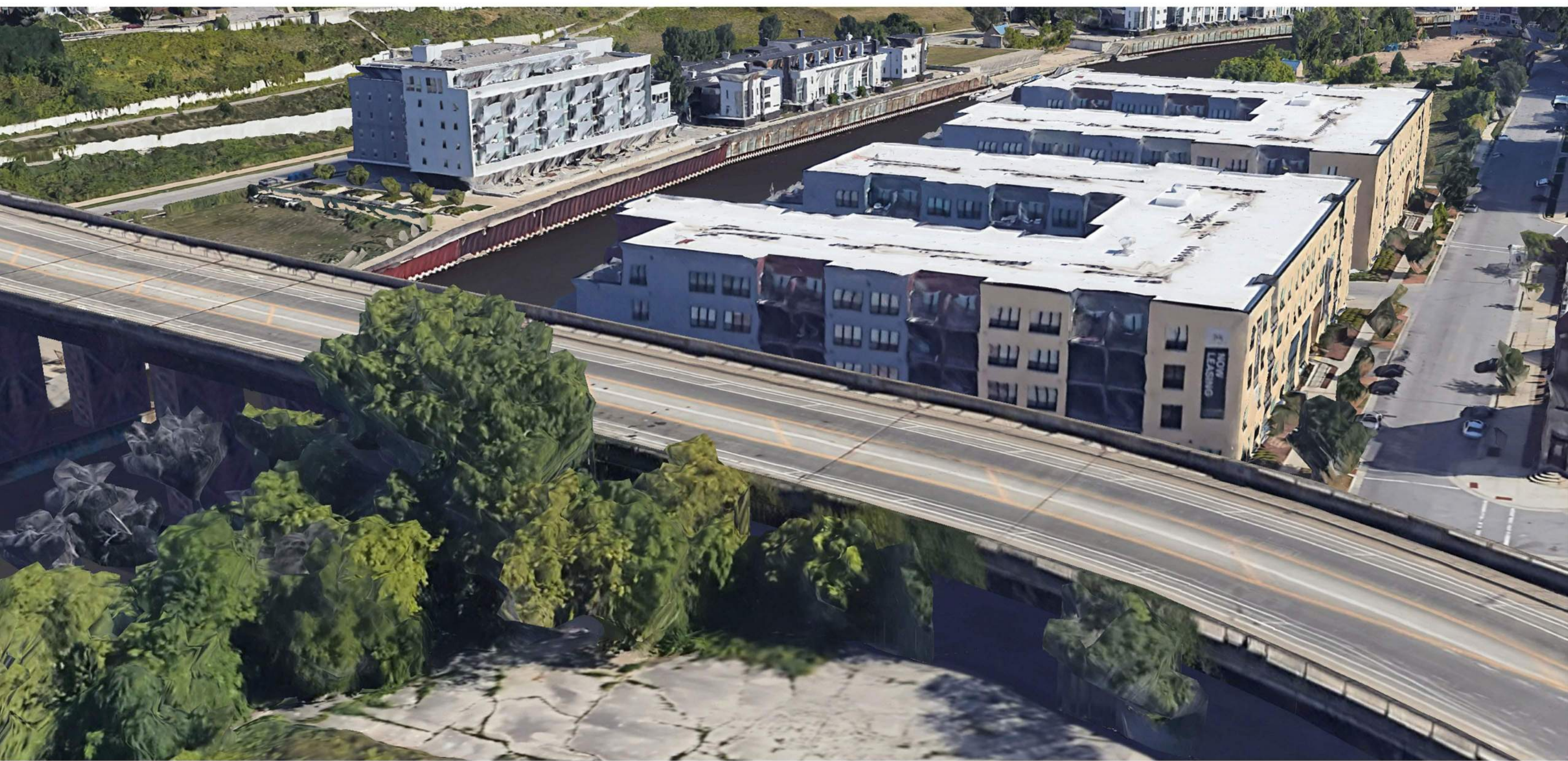


PARK MASTER PLAN ALTERNATIVE



PARK MASTER PLAN

BIRD’S-EYE OVERVIEW – EXISTING CONDITIONS



PARK MASTER PLAN

BIRD’S-EYE OVERVIEW – PROPOSED IMPROVEMENTS



PARK MASTER PLAN

PERSPECTIVE VIEW 1 - EXISTING



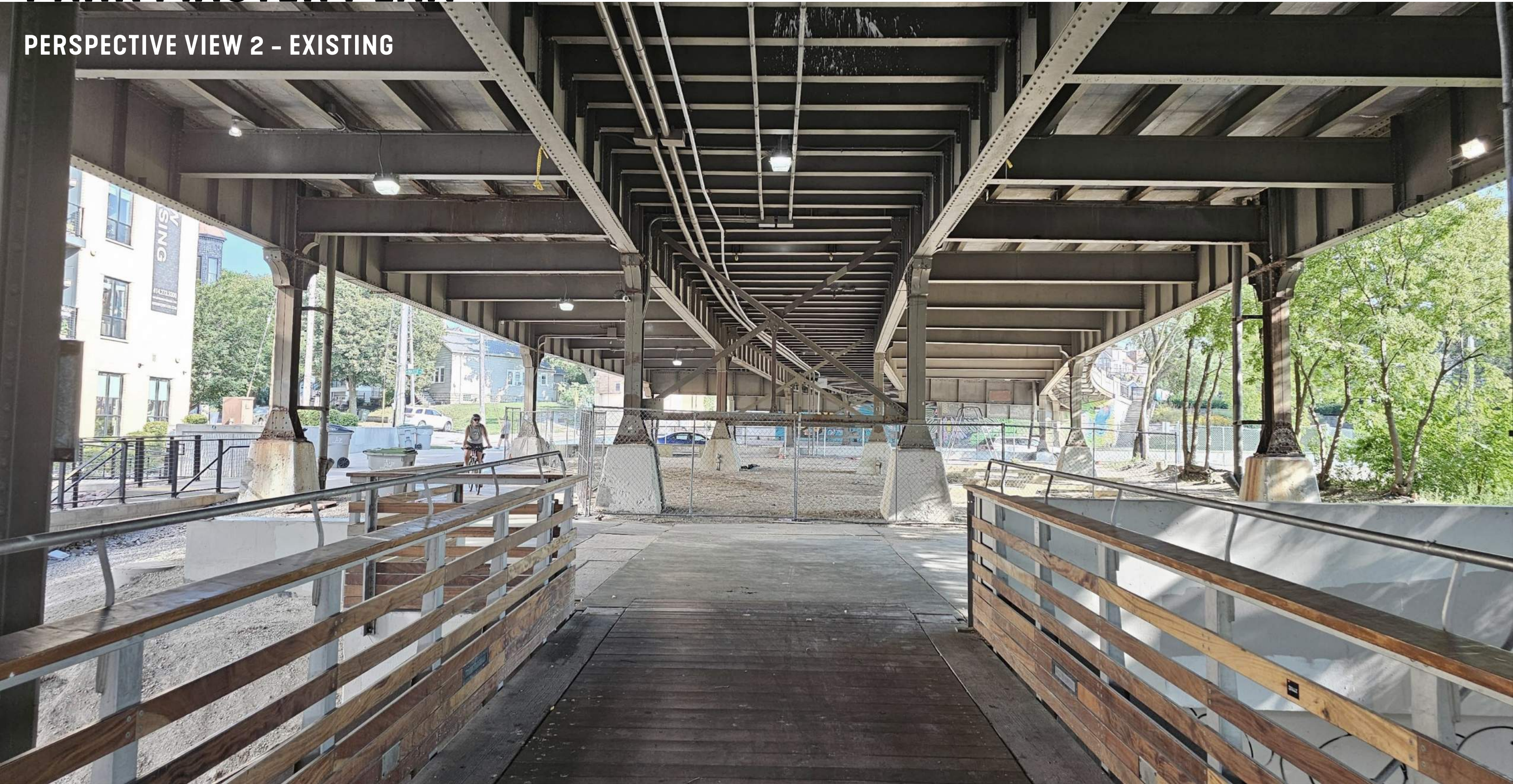
PARK MASTER PLAN

PERSPECTIVE VIEW 1 - PROPOSED



PARK MASTER PLAN

PERSPECTIVE VIEW 2 - EXISTING



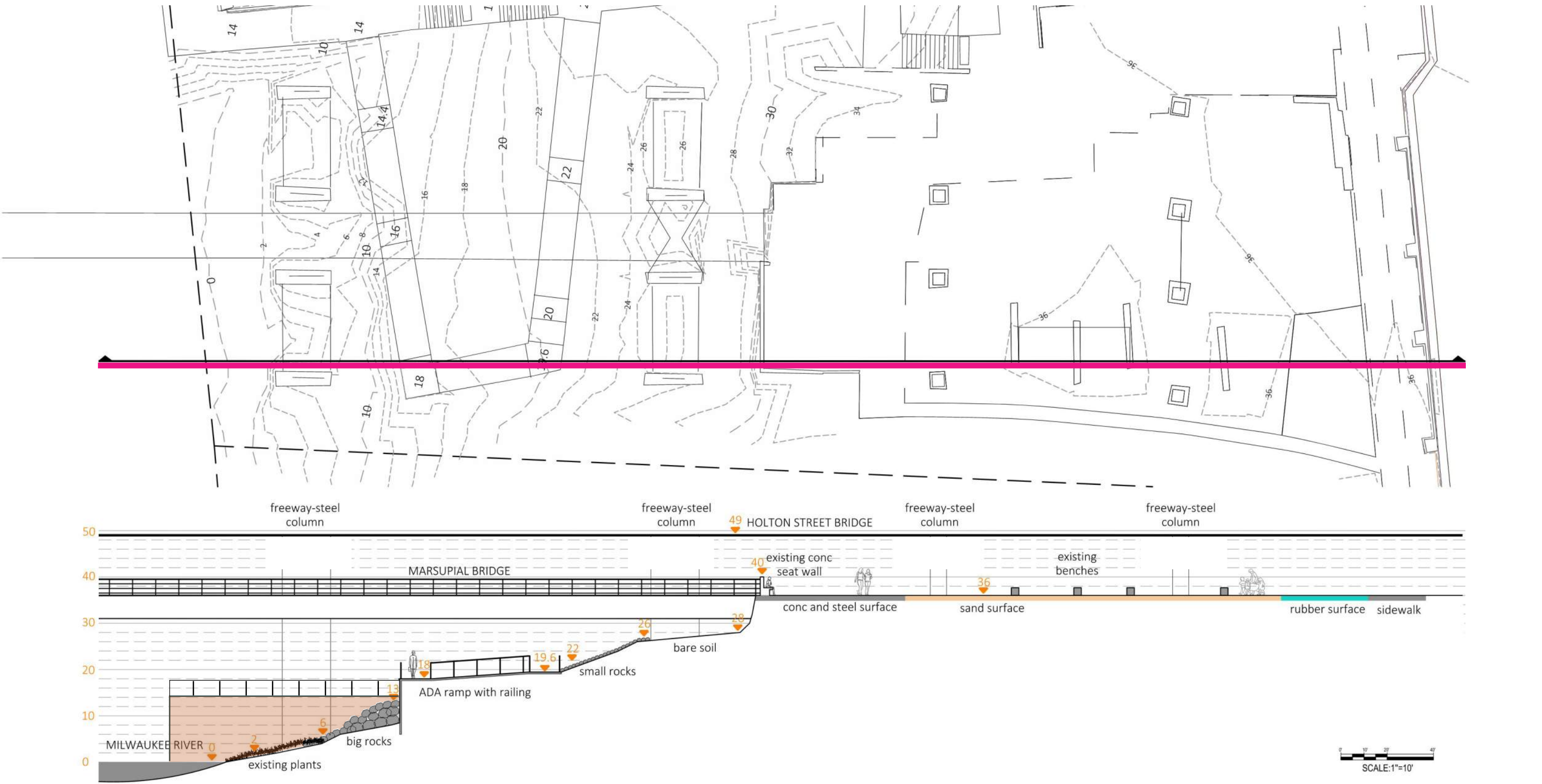
PARK MASTER PLAN

PERSPECTIVE VIEW 2 - PROPOSED



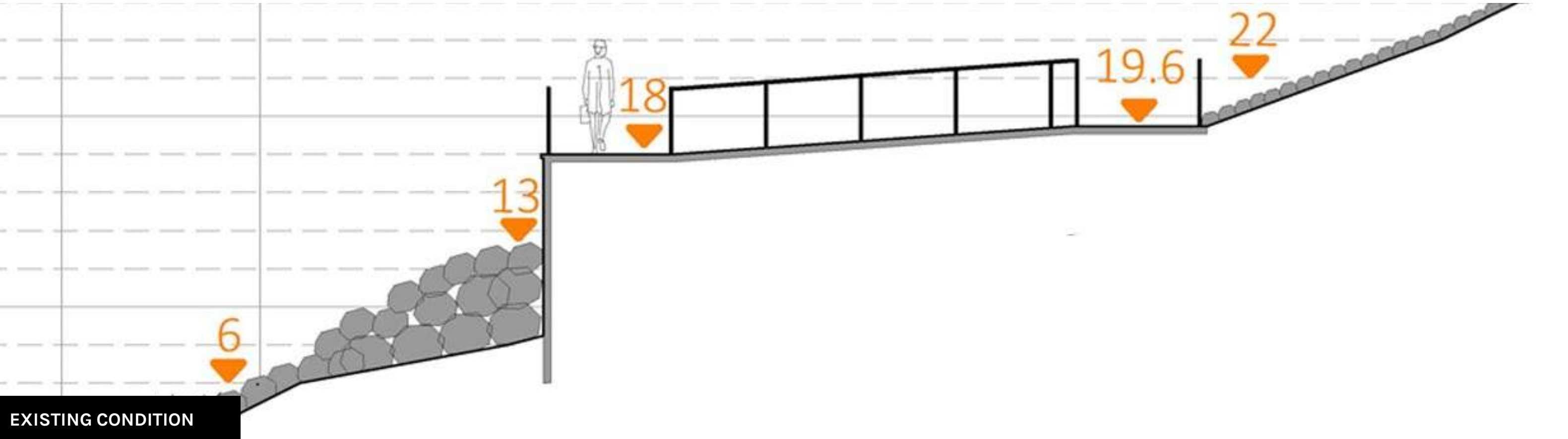
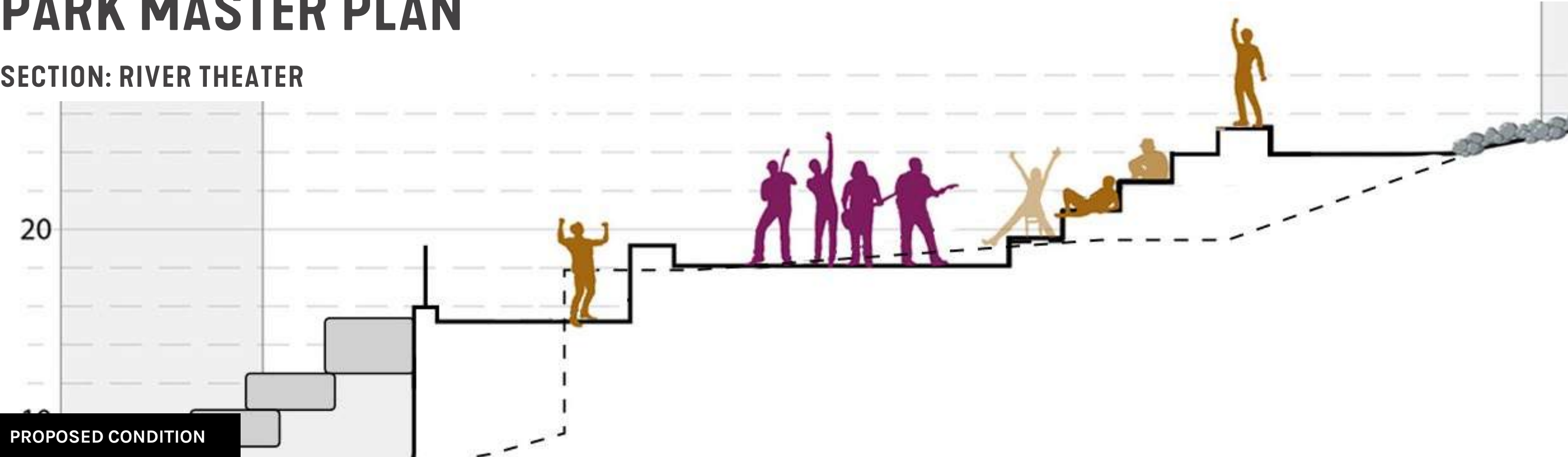
PARK MASTER PLAN

EXISTING SITE SECTION



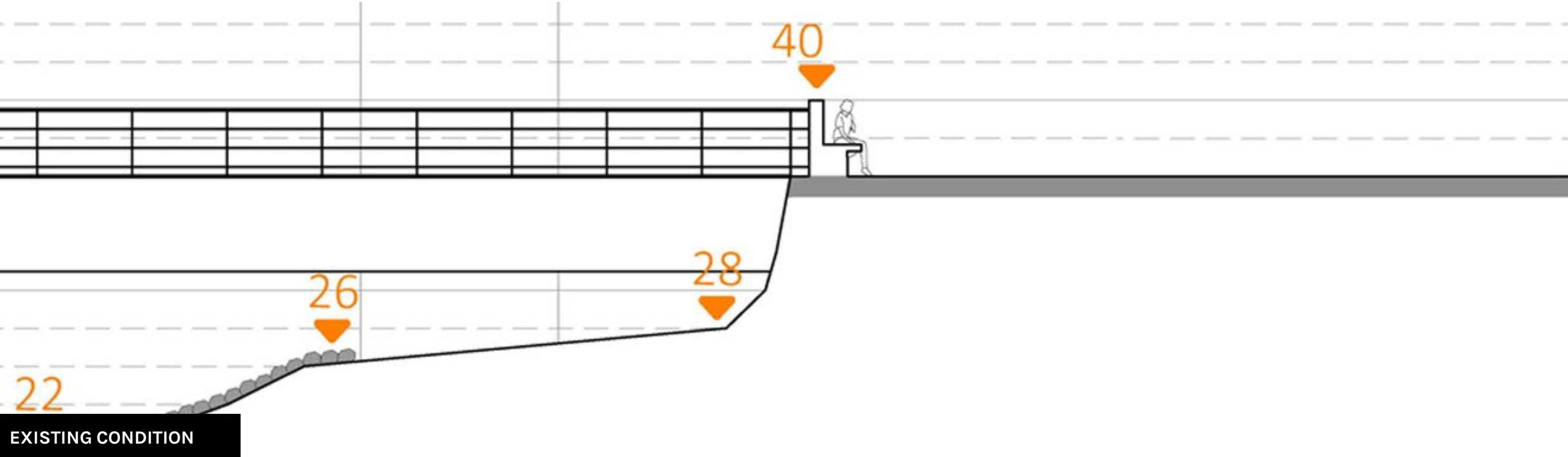
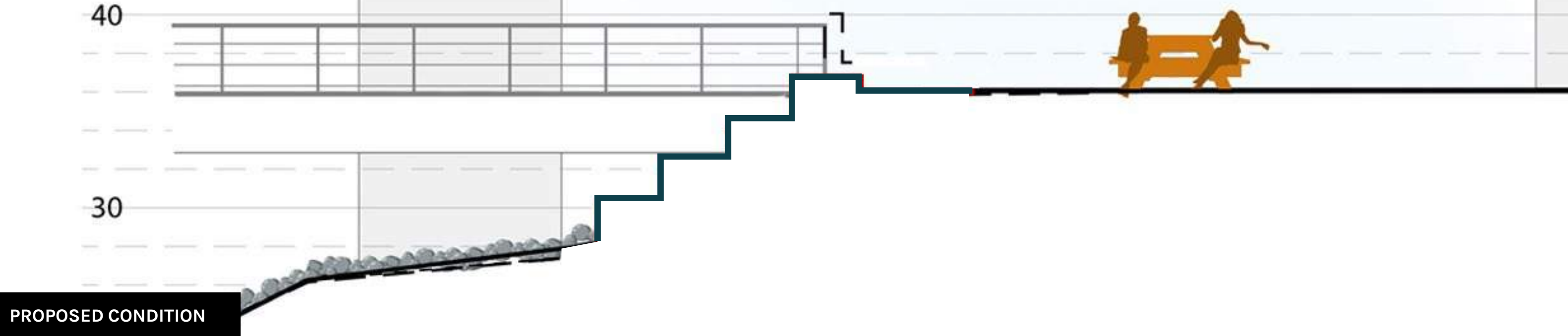
PARK MASTER PLAN

SECTION: RIVER THEATER

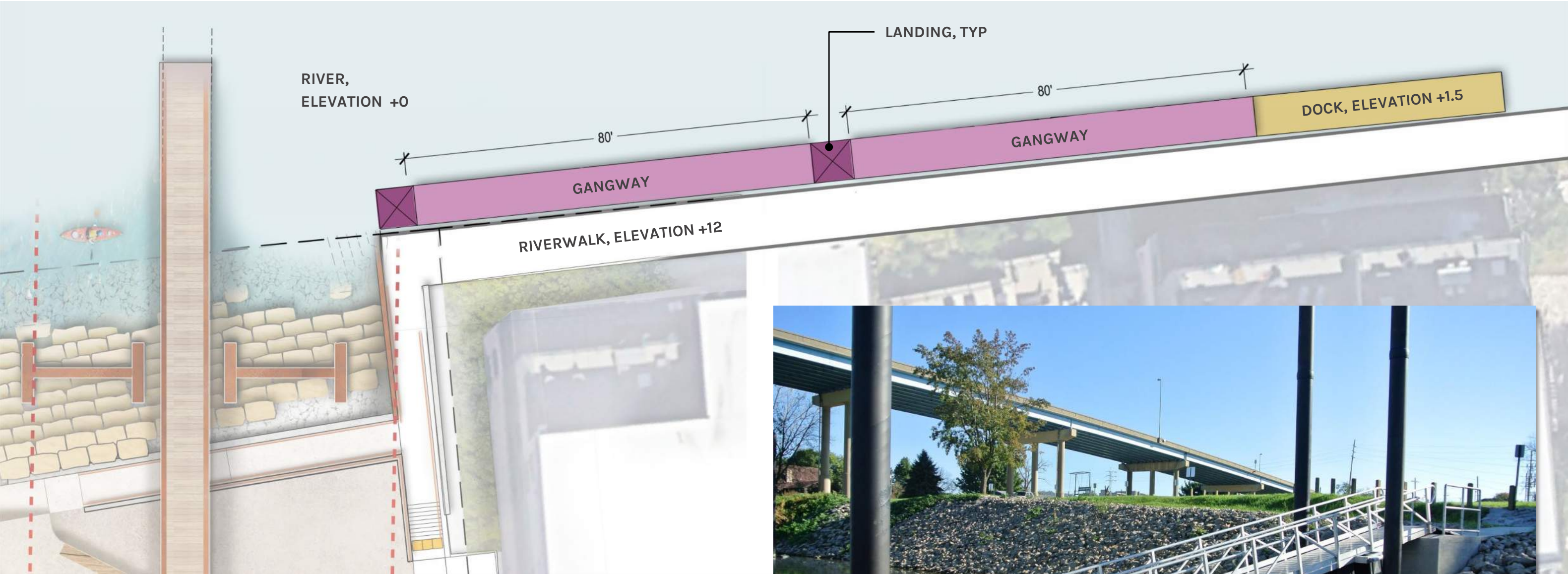


PARK MASTER PLAN

SECTION: SEAT STEPS AT TERRACE EDGE



PADDLECRAFT DOCK



NEGOTIATING 12 FEET OF VERTICAL CHANGE FROM THE RIVERWALK TO THE RIVER REQUIRES MULTIPLE GANGWAYS TO FACILITATE UNIVERSAL ACCESSIBILITY.



PROJECT NARRATIVE

THE LANDING AT TANNERY ROW

The plan for the Landing at Tannery Row is a concept based on Stakeholder input to inform the preferred character, program and site features, and to utilize for budgeting and fundraising of the future, built improvements. The concept will be refined and developed in greater detail with additional opportunities for public input before it is constructed. The following summary describes the overall intent of the design and highlights key considerations to incorporate during the design process.

DESIGN ELEMENTS

The overall goals for the park are to activate the space with improvements for all ages, to mitigate undesirable large group gathering, to improve access, safety, and accessibility, and to incorporate artistic elements that express the character of the neighborhood.

ACCESSIBILITY, ACCESS AND SECURITY

The improvements will maintain the existing bike route access and enhance North Water Street under the North Holton Street Bridge by narrowing the roadway and adding a tabletop crossing to help calm traffic. In addition, the proposed improvements will provide accessible features at multiple levels including play and seating at the upper terrace, maintaining connectivity to a “river theater” at the riverbank and a paddle craft launch at the river’s edge.

The proposed improvements will remain public, with the ability to gate and close the play and river theater elements during the evening to discourage large group gatherings. Further design development should explore and refine the fence and gate features with the goal of balancing maintenance, ease of use, aesthetics, visibility and security.

Additional security features including lighting and cameras may be incorporated. Additional features such as blue lights or 911 Call buttons should be considered. Final decisions for security features should be made with input from Milwaukee Police Department and consider their effectiveness as safety and security measures, as well as maintenance, operational costs, and logistics.

PLAY AND ART

The improvements should integrate art and play to create an all-ages environment, they should encourage a range of activities and movements, and they should create dramatic visual moments and establish a distinct look and character for the site.

Both the play elements and the art features, including the fence, are a preliminary concept and will evolve through the design process. They will be further developed and will address the following considerations:

- Include a fully accessible, poured-in-place surface
- Incorporate a range of activities for children and adults
- Meet or exceed standard accessibility requirements
- Be constructed from durable, long-lasting materials that minimize maintenance requirements
- Incorporate a playful character that is grounded in the features and history of the neighborhood
- Maintain visibility to and through the site
- Integrate color and moments of discovery and learning
- Create an enclosure that functions as safety barrier between play and the street, has some level of visual transparency, and can be opened and closed for set hours.

AMENITIES

The space will incorporate a range of fixed, durable seating elements made of wood, concrete, and steel that tie to the character of the bridge and are very low maintenance. Additional facilities to support biking should be incorporated, including additional bike racks, a B-Cycle station, and a bicycle repair stand. Additional amenities including trash/recycling receptacles and a drinking fountain should be evaluated for maintenance and operations considerations.

RIVER THEATER

The lower terrace creates an opportunity for small performance events and cleans up a problematic zone. The existing, sloped walk will be extended to maintain accessibility and create an access point to an occupiable central zone. Terraced seating will be incorporated, and power requirements will need to be considered. Fencing to secure the space and discourage unplanned gatherings should be considered, and the space should be durable and easily managed, but add a decorative element.

PADDLE CRAFT DOCK AND WATER ACCESS

The proposed Paddle Craft Dock is located outboard of the existing sheet pile wall and incorporates a floating structure and gangway, which will ensure access as the elevation of the river fluctuates. The final design of the dock will be dependent on a future water access study that analyzes river dynamics and currents, ice, and regulatory requirements. The design should consider an accessible launch for paddle craft, as well as short term transient docking options for motorboats.

STORMWATER

The stormwater feature proposed at the south edge of the site should include educational features. Final design and calculations will be completed as the project is refined.

EDUCATIONAL FEATURES

Creative signage should be incorporated throughout the site. Educational narratives should communicate important stories about the site’s context, cultural history, and ecology. These stories should be told in creative, non-traditional ways that are integral to the site design.

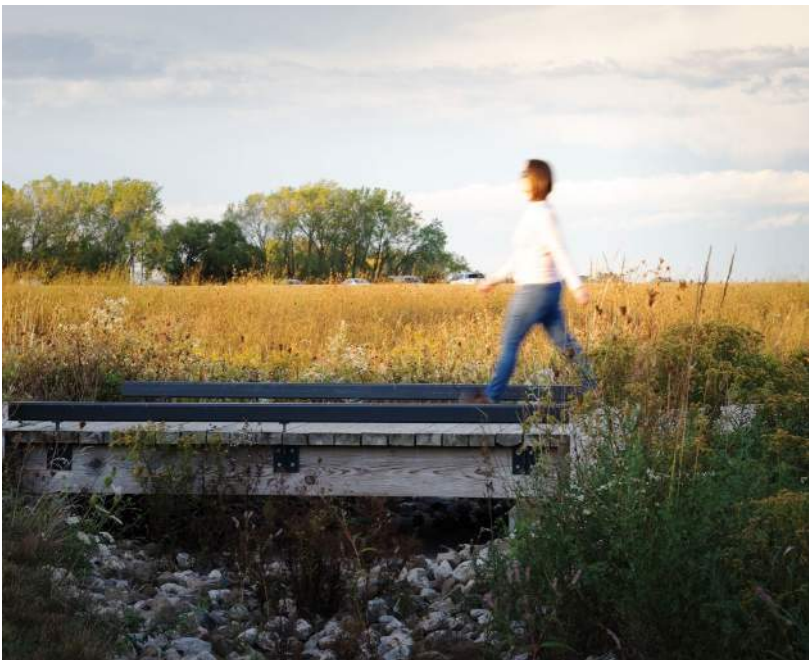
PARK MASTER PLAN

PLAYGROUND



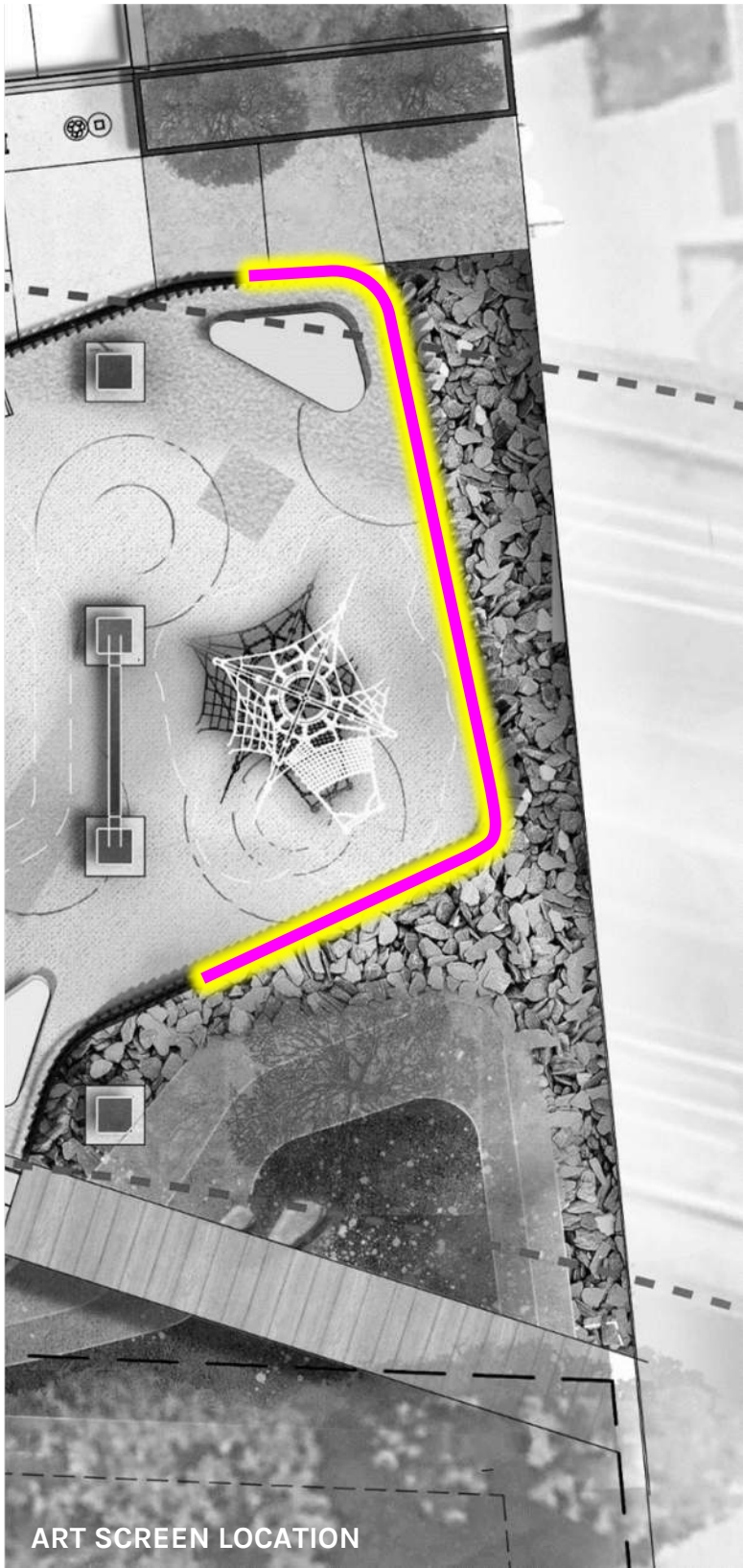
PARK MASTER PLAN

FURNISHINGS AND MATERIALS



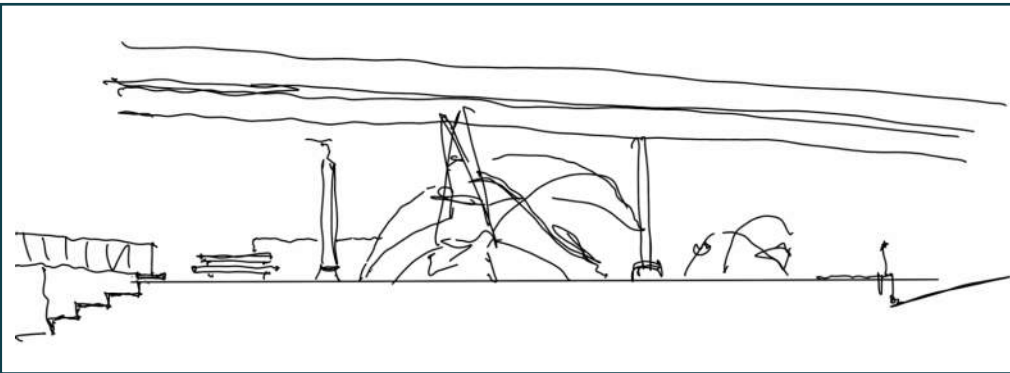
PARK MASTER PLAN

WATER STREET ART SCREEN

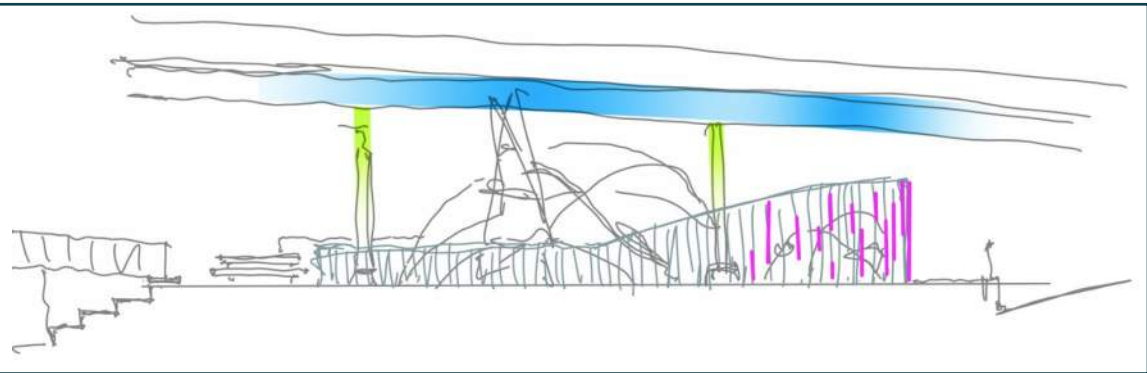
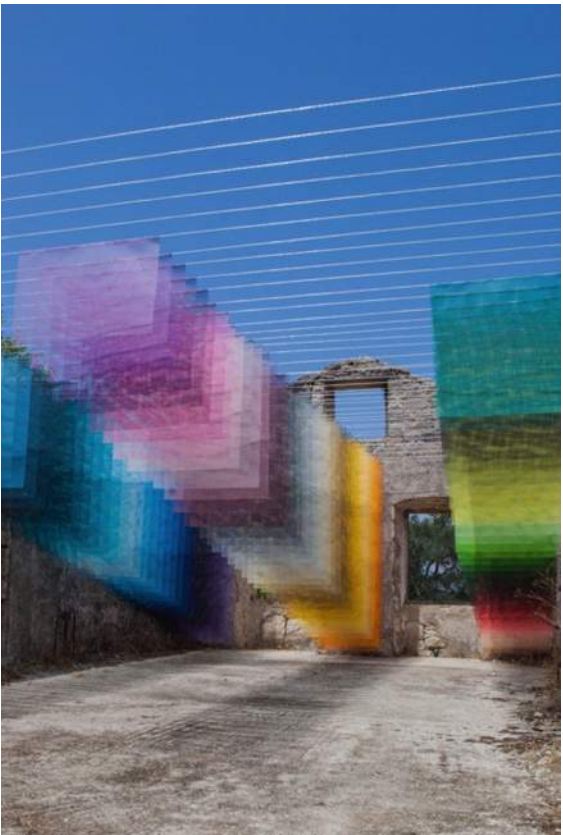


ART SCREEN LOCATION

CONCEPT: LEVERAGE THE PLAYGROUND ENCLOSURE TO CREATE A SEMI-TRANSPARENT, COLORFUL, LIGHTED ART SCREEN AT WATER STREET TO ESTABLISH AN IDENTITY AND STREET PRESENCE FOR THE PARK



CONCEPT SKETCH SHOWING PLAYGROUND+ BRIDGE



CONCEPT SKETCH SHOWING PLAYGROUND FENCE TRANSITIONING TO ART SCREEN AT WATER STREET