downtown at play:
an urban ballpark
for the city of
milwaukee, wisconsin

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for the city of
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this book is dedicated to
my mother,
who sat many a cold night
on a steel bleacher,
watching me
hit a round ball
into the night sky

dedication
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Historically, ballparks were small, concrete-and-steel structures located in downtown urban areas which provided many urban residential dwellers with a source of close-by entertainment, pride, and identity with their city and team. However, as popularity in the sport outgrew these small, urban parks, huge concrete multipurpose stadia were built, taking the teams from the city center to follow the migration of their middle-class fan base to the suburbs. Gone was the intimate, neighborhood ballpark surrounded by apartments and small shops and pubs which survived off of them. Instead the game had moved indoors in favor of sterile, domed stadiums and shopping malls. Most cities tried to fit two sports (baseball and football) with different playing field configurations into one stadium to maximize profit and generate revenue to pay for the escalating salaries of the professionals, sacrificing the goodwill and comfort of the everyday fan to cater to huge corporations and luxury boxes. The city of Milwaukee was not one to be spared. Their current park, County Stadium, is located approximately 5 miles away from the urban center of Milwaukee, in the suburb of West Milwaukee, and a million miles away from the huge opportunities and hearts of urban businesses downtown.

The urban center of Milwaukee is emerging as a vital district for entertainment and business, reversing the trend away from the suburbs. Currently Milwaukee contains a large urban sports and convention center business which includes the Bradley Center, Arena, and MECCA complex that accommodates facilities for NBA and NCAA basketball (site of the 1996 NCAA first-round Midwest regional tourny), indoor hockey, indoor soccer, and arena football as well as space for trade shows and concerts. In addition to these facilities, Milwaukee boasts 11 different performing arts theatres and museums downtown.
and now hosts an urban festival almost every month of the year. There are several vibrant shopping and nightlife districts downtown fueled by tourism and nearby colleges and universities like Marquette University, the University of Wisconsin-Milwaukee, and the Milwaukee School of Engineering. With all that downtown has to offer, can Milwaukee afford to isolate its baseball team in the suburbs any longer?

The cities of Baltimore, Cleveland, and Denver have taken the lead in reintroducing baseball-only ballparks in their urban centers to a huge success, as illustrated by their record attendance and the increased traffic and commerce which has been generated in their respective downtowns. Unfortunately, Milwaukee has chosen to locate their new ballpark (slated to open in 1999) on the same suburban site that their current one is occupying: a huge asphalt parking lot completely cut off with any outside commerce in the area. As illustrated in several polls taken by the Milwaukee Journal-Gazette, public outcry against this proposal is enormous. The vast majority (77% in an April 1994 poll) would prefer a downtown ballpark which follows the recent successes of other major league cities. Therefore it was my proposal to seek such a solution with Milwaukee, developing a ballpark which would seek to blend in and integrate with the existing downtown landscape, and once again return baseball to its downtown roots.
The first ballparks in baseball's infancy were just that...parks. Almost every city had a town square where frequent informal ball games were played by schoolchildren and adults for recreation and exercise dating back to colonial times. However, the general consensus is that the first modern recorded baseball game was played in a pasture known as the Elysian Fields on June 19, 1846 by two groups of men's clubs in New Jersey. The years 1845-1865 served as a time of change and growing popularity in the sport as the game took root in almost every city by social clubs. Most games took place in the town square, on cricket grounds or on the infield of racetracks, attracting a growing number of spectators who now required accommodations. On May 15, 1862, the first enclosed ballpark, Union Grounds, was opened in Brooklyn, New York. It was a completely wooden ballpark with horseshoe-shaped seating, holding around 1,500 spectators on wooden plank bleachers. It set the precedent for many later ballparks by establishing an entry fee, providing food and drink for fans, and completely enclosing the playing field.

In the years 1866-1870, the game firmly established itself in every major town in the U.S.A. as teams scrambled to form professional ballclubs to capture the growing economic benefits from playing in front of paying customers. The Cincinnati Red Stockings, who are recognized as the first fully professional team, introduced many Midwestern cities to the game during its tour in 1869, and inspired small towns to form their own competing teams. By the turn of the century, almost every major urban population center contained an enclosed urban ballpark. Built of wood, most of these parks were victims of fires, prompting owners to search for a more permanent, profitable alternative...steel and masonry.

Philadelphia's Baker Bowl, built in 1894, was the first ballpark to use these new fireproof materials.
Baker Bowl

Bennet Field

Shibe Park
It was also the first to use the process of cantilevered concrete supports to eliminate obstructing columns holding up second level decks above, a common nuisance in the earlier wooden ballparks. The year 1896 brought about the second such steel and masonry park - Bennett Park in Detroit, the forefather of today's Tiger Stadium. It was located in the urban heart of Detroit's Irish populated east quarter of the city and many fans witnessed games upon illegal bleachers erected upon their adjacent houses, similar to Wrigley Field today. Steel and masonry ballparks appeared in cities such as Boston, Cincinnati and New York, but unfortunately most used wood for stair platforms, aisles, benches and outfield fences, again causing most to fall prey to fires.

In 1909, Philadelphia was once again the site of a ballpark milestone...the first park to be built solely of steel and reinforced concrete: Shibe Park. This park, later known as Connie Mack Stadium, also was the first to recognize the oncoming age of the automobile, by providing space for 400 cars in an adjacent lot. 1909 also marked the opening of Pittsburgh's Forbes Field, which included several other innovations like the use of concrete ramps and elevators to move fans, the first private luxury boxes (simple seats on the roof of the upper deck), and private rooms for umpires and visiting players. In the years 1909-1923, new concrete and steel stadiums sprung up in Chicago, Cleveland, Washington, New York, Cincinnati and Boston. These parks are generally known as the "classic parks" and become the sites of many well known games and memories. All of these parks were built in urban centers or neighborhoods, often amidst former garbage dumps or swamps which rapidly developed into neighborhoods and villages surrounding the parks. Often, the parks had to shoehorn themselves into the urban fabric, to conform
to existing street grids, property lines or other site features. This fact contributed the most to the quirkiness of these classic parks, by forcing the teams to adjust their fence heights and distances to accommodate their parks with the largest seating areas possible. Such memorable features as Boston's green monster in left field, Brooklyn's short right field fence and Chicago's intimate dialogue with the brownstones beyond right field were formed in this era. Many businesses and shops survived off of the parks, as the neighborhoods surrounding them grew. The game bonded many neighborhoods together, providing a common topic which every inhabitant could relate to and discuss at work and at home. It would be another 30 years until another major league ballpark was built - Milwaukee's County Stadium in 1953 - which also signaled the beginning of the end for baseball's urban dominance.

Following WWII the 16 teams forming major league baseball still existed in the same 11 cities which they had for over 50 years - all eastern and Midwestern addresses. Clearly the potential for expansion and new revenue markets existed, and baseball accommodated these new customers by granting the cities of Baltimore, Houston, Kansas City, Milwaukee, Minneapolis, San Francisco and Los Angeles franchises. Thus began a second era of stadium construction - the suburban stadium. Instead of placing these new stadiums in downtowns or residential areas, they were built in suburban lots, surrounded by paved parking lots and more concerned with access to interstate exchanges than urban retail or residential opportunities. The age of the automobile was upon us, and the stadiums accommodated this. At first these parks differed little in construction from the classic ballparks, made of the same concrete and steel and employing the same system of cantilevered decks directly above the first level. However, the growing popularity of football
County Stadium

Astrodome

Metropolitan Stadium
caused many owners and city planners to consolidate the two sports into one building, thus maximizing usage and increasing revenues and profits for the two teams who could share costs of operating these stadiums. But, with two different sports, played on differently configured fields, a new form would have to be created to house them as the existing ones would not do.

At the same time, the inner cities slowly began to decline, the loyal fans moved away and large scale "urban renewal" projects robbed the cities of their landmarks which had provided the basis for the character of the classic parks. In essence the move to the suburbs was essentially a move to a characterless wasteland. The first of these suburban parks, Milwaukee's County Stadium, contained the first symmetrical playing field in major league baseball. And why not? Situated in the middle of a former quarry, the park no longer had to perform an "architectural squeeze play" to fit into existing city grids, it could stretch out and make all boundaries equal- as in football, which could also be accommodated in the new stadium. The Baltimore team performed just the opposite - moving into an existing football stadium and renovating it to accommodate baseball. However fans soon realized that seating angles and sightlines for the two sports were vastly different - baseball parks were too small and constricted to see the entire football field equally and football stadiums were too large and spread out to see the concentrated action in baseball's infield. How could this issue be resolved? Other clubs such as Minnesota, Kansas City, San Francisco and Los Angeles used existing minor league parks until new suburban parks could be built amidst a sea of parking.

It wasn't until the Houston Astrodome in 1965 that a new solution came about...housing both baseball and football indoors. Billed as the "8th wonder of the world", the Astrodome 'improved' the
earlier symmetrical suburban ballparks by taking out another uncontrollable factor in both sports...nature.

By covering the stadium and installing astroturf, owners could ensure that there would be no rainouts or cold weather to keep crowds from attending. Also, field maintenance could be cut by using a synthetic surface which could hold up to the rigors of football and accommodate baseball. Movable seats and unobstructed views accommodated football more than baseball as fans were shoved farther away from the field to avoid blocked views. The luxury box and electronic message/scoreboard were also introduced here as air-conditioned comfort and technology overwhelmed the rich history and quirky, uncontrollable ballparks of baseball's past.

Other dual sport cities rushed to follow suit, abandoning their classic parks for new similar concrete doughnuts which were cheaper to build than domed stadiums, but were essentially the same. In the 50 years separating the last classic ballpark (1923's Yankee Stadium) and the first suburban ballpark (1953's County Stadium), only 1 new park had been built - 1932's Cleveland Stadium, a prototype for suburban stadiums built in an urban setting (perhaps that is why it is referred to as the mistake by the lake). But in the next 29 years no less than 17 new concrete suburban stadia were built. 15 alone between 1962-1982. Often these new 'feats of engineering' were carbon copies of each other, prompting Pirate third baseman Richie Hebner to state, "I stand at the plate in Philadelphia, and I don't honestly know whether I'm in Pittsburgh, Cincinnati, St. Louis, or Philly. They all look alike." In 1989, Toronto tried to appease the negative comments and criticisms of these parks by creating an operable domed stadium which could open in good weather, and close in bad. However, this novelty would not detract from the fact that the
Skydome

Camden Yards

jacob's field

020

figures 19-21
game of baseball (and even football) was secondary to the accompanying hotel suites, health club, Toronto history museum, bars, restaurants, shops, amusement arcades and games which are located throughout the stadium. Sparky Anderson described a game in the Skydome as "arenaball in a shopping mall". The urban stadiums of yesterday had indeed come full circle to represent the suburban paradise of indoor pleasure, separated from the unpleasantness of the natural world outside.

But, beginning in 1993, a new hope was born out of the ashes of the classic ballparks...Oriole Park at Camden Yards. Serious architects and students of the game began to look at improving the slipping image of baseball, searching the hallowed history of baseball's past for clues to a new shape of things to come. And this new shape looked alot like the old. Recognizing the needs for individuality and a ballpark suited to place. Camden Yards was the first of the 'retro' ballparks to emerge, tailoring its shape, character, and materials to fit the surrounding downtown neighborhood within which it was sited to feel "as if it had always been there." 1994's Jacob's Field and 1995's Coors Field also followed suit, bringing back the asymmetrical fences and classic steel and concrete structures to downtowns which once again must fit into the existing street grids of their new homes. Since 1993 at least one of these three new stadiums have led the majors in attendance, clearly illustrating the power of these urban baseball-only ballparks. And a final illustration to the rejuvenating power of these stadiums is the tremendous economic impact that they have had on their respective downtowns, making them hotspots of entertainment and commerce once again, in defiant contrast to the suburban 'flying saucers' which they have replaced.
Tiger Stadium

opened 1896 - home of the Detroit Tigers
capacity - 52,416

The oldest ballpark in baseball, tiger stadium, is one of the original classic ballparks. It's concrete and steel construction forms the major league's first completely doubled decked stadium. The stadium is a hodgepodge of construction additions which occurred from 1912 to 1937 bringing the capacity up from the original 8,500 to 52,416. These additions of stands give tiger stadium its quirky characteristics as different sections of the stadium reflect the era in which it was built, squeezing the stadium between the existing street grid. Originally built in the bustling Irish section of Detroit, tiger stadium enjoyed its street commerce and pedestrian activity which was generated by the ballpark. However, today the area is littered with run-down buildings and vacant lots which serve as parking lots and garbage dumps to greet the fans.

The spectators are very close to the action on the field here, as the upper deck is immediately above the lower one, and in one case in right field, it protrudes out 10 feet from the lower deck. Major renovations in 1989 included updated press facilities and a unique exterior food court which can be accessed from the sidewalk exterior of the stadium, day or night.
Chicago Cubs

Figure 23
Wrigley Field

opened 1914- home of the Chicago Cubs
capacity 38,710

Wrigley field has changed very little since its construction in 1914. Constructed of steel and concrete, it also is one of the original classic ballparks. The most enduring aspect of wrigley field is its character. Sited in the middle-class suburb of Wrigleyville, the surrounding blocks are filled with small shops, pubs, restaurants, and small two and three story brownstone apartments. Most of these apartments adjacent to the ballpark's outfield fence have erected permanent bleachers upon their roofs from which views into the park are gained for free, becoming and extension of the park itself. On game days, this area becomes alive with impromptu street musicians, fans and vendors which are drawn to the ballpark. Long after the games have finished, fans still remain in the area, visiting the many restaurants and bars in the area. Wrigley field is one of the only parks which still caters to the pedestrian instead of the car, by not providing parking adjacent to the stadium, but instead utilizing shuttle bus systems and the public el-train to move fans into the area.

Like most classic ballparks, the seats are very close to the action, giving fans spectacular views to the field, including the famous 1,500 bleacher bum seats situated just above the ivy-covered brick walls of the outfield.
Riverfront Stadium

opened 1970- home of the Cincinnati Reds
capacity - 52,952

Riverfront stadium is a classic image of the differences between a classic steel and concrete ballpark and a suburban concrete stadium. Its cold, grey concrete island completely separated from downtown Cincinnati by a series of interstates, and linked only by a series of chain-link fenced bridges. Appropriately it sits atop a parking garage which must be ascended to reach the stadium above. A bare concrete plaza greets visitors arriving to the park, overwhelming them in a scaleless, colorless concrete landscape, leading up to the grey stadium gates. Clearly there are no pedestrian amenities or interesting urban interventions in this stadium, the focus is on functionality, in this case moving from point 'a' to point 'b'.

On the interior, the fan is greeted not by the glowing green of a grass field, but of a dull bluish-green of astroturf. The seats are arranged so that the best seats are within foul territory, and the upper deck is so high that it becomes hard to follow the action below, relying on a giant scoreboard for information on balls and strikes, not to mention the player at bat. Clearly this park is more suited to its football co-owner, the hapless Cincinnati Bengals, than to a storied franchise such as the Cincinnati Reds.
Chicago White Sox

COMISKEY PARK II - 1991

Good luck from a permanent fixture at Comiskey Park.

American National Bank

figure 25
Comiskey Park II

opened 1991 - home of the Chicago White Sox
capacity - 44,177

Comiskey Park II replaced its former classic neighbor in 1991, choosing to remain in the same south Chicago neighborhood which the earlier park had been a part of since 1910. The new park, however, owes nothing to the original steel and concrete park, preferring to rise like a fortress with its precast concrete and mirror-glass facade. The new park makes itself just as much of an island as the suburban stadiums do, by shutting out the surrounding decaying neighborhood and adjacent interstate with enormous scaleless walls and preferring to surround itself with parking lots and exit ramps.

On the interior, all views are toward the field, and all exterior views are blocked. However, this is a very enjoyable and spacious park, offering the best circulation, restroom and concession availability, and a very clean, 90's technological feel, which seeks to celebrate baseball with its use of signage and graphics. The views from the lower deck are unobstructed and barrier free, as are the views from the outfield bleachers. Of particular note is the picnic area which is located within the rightfield wall, offering fans a player's-eye view of the field while allowing groups to socialize.
Cleveland Indians

figure 26
Jacob's Field

opened 1994 - home of the Cleveland Indians
capacity - 42,000

Jacob's Field is one of the newest ballparks in the majors, and the second of the 'retro' ballparks which seek to recreate the atmosphere of traditional steel and concrete ballparks. It is perfectly situated on its site, allowing the angles of the outfield walls and surrounding stands to parallel the adjacent streets, echoing the quirkiness of the classic parks. Classic motifs, signage, and banners cover the surrounding landscape, catering to the pedestrian, as does the adjacent plaza and accompanying Gund Arena (home of the Cleveland Cavs). The materials of both Jacob's and Gund are perfect matches to the surrounding turn of the century buildings, using a mixture of tan limestone, brushed steel, grey concrete and painted, white steel columns which echo the nearby steel-trussed bridges over the Cuyahoga River. Surrounding entrances and plazas are filled with sculpture, trees, and benches, which seek to invite pedestrians to explore them, and become gathering places full of people and vendors before and after games.

Inside, the ballpark offers a dramatic view of the Cleveland skyline beyond the outfield wall and barrier-free sightlines to the field below. Jacob's Field possesses the best mixture of services and concessions of any park to date, and seeks to accommodate every level of paying customer from bleacher bum to luxury box owner to stadium club member.
By studying these different ballparks, it was plain to see that each possessed different qualities and characteristics which set them apart. The rich history of Tiger Stadium and Wrigley Field were not present in either Riverfront Stadium or Comiskey Park, but were clearly echoed in Jacob's Field. It seemed that the most successful schemes tailored themselves to the surrounding neighborhood, like Wrigley and Jacob's, becoming a willing, vital neighbor that influenced the surrounding businesses and homes just as much as they influenced the ballpark. A dialogue was achieved in both architectural form and pedestrian traffic patterns, but also in small, intimate detailing and people-scaled signs, graphics, banners, trees and plazas. Riverfront Stadium could never become Wrigley Field, but the cold, treeless landscape of its surrounding plaza could never become much of anything but a functional platform for circulation.

It seemed that in order to achieve a successful ballpark for Milwaukee, a few ingredients of each ballpark studied, must be incorporated. The history and excellent sightlines of Tiger Stadium combined with the warm, friendly atmosphere of Wrigleyville's shops, pubs, and surrounding neighborhood would both benefit from Riverfront Stadium's barrier-free sightlines and circulation. In addition to this formula, the fan-friendly amenities of Comiskey Park's picnic and bleacher areas, combined with an updated classic 'retro' ballpark in downtown, like Jacob's Field, would definitely be the right mix to accomplish a successful urban ballpark. It was from here that I set out to find a suitable site in downtown Milwaukee.

conclusions
Milwaukee area

Milwaukee is located approximately 90 miles north of Chicago on interstate 94. Situated on the western shores of Lake Michigan, it is the only city in Wisconsin to host a major league baseball team. It is near several large cities including the capital of Wisconsin, Madison to the west, Green Bay and LaCrosse to the north, and Rockford and Chicago to the south. Milwaukee hosts several other sports teams including the NBA's Milwaukee Bucks, NCAA's Marquette Warriors and University of Wisconsin-Milwaukee Panthers, IHL's Milwaukee Admirals as well as being the site of the Petit Ice Center, which serves as host for several Professional Figure Skating championships as well as Olympic ice skating championships.

Milwaukee was originally settled by German immigrants who came here in the early 1800's. Its architecture reflects this German heritage in both form and character, creating small, intimate streets and shops scaled to the pedestrian. There are several breweries and beer halls in Milwaukee, including Miller, Pabst, Schlitz and Blatz which reflect in the many neighborhood bars and taverns in the city. Several annual festivals occur in Milwaukee giving the city it's motto of 'city of festivals'. The Milwaukee Sports Festival, Lakefront Festival of the Arts, PolishFest, Bavarian Volksfest, Summerfest, Greek Fest, Festa Italiana, German Fest, Irish Fest, Serbian Days, Miller Maritime Festival, Oktoberfest, Harvest Fair and Winterfest are just a few of the many festivals held every year in Milwaukee, illustrating its varied, immigrant population.
Site Map/Inventory

The site on which the ballpark is to be located is in the extreme northwest corner of Eastown (the portion of downtown east of the Milwaukee river). It encompasses the block bordered by the Park Freeway to the north and Juneau Ave. to the south, and by Broadway Ave. to the east and N. Water St. to the west, totalling roughly 19 acres in area. N. Market St. bisects the site and dead-ends into Knapp St. which runs roughly parallel to the Park Freeway. The site slopes gently down from Broadway on the east to N. Market St. on the west where it levels out falling approximately 10'. Currently the site contains only one structure, a church which sits on the northwest corner of Juneau and Broadway Ave. and is otherwise covered in asphalt and used as a parking lot.

The neighborhood which surrounds the site is a mixture of retail shops, pubs and restaurants (located on a vibrant strip of N. Water St.), office buildings, a high rise condominium (formerly Blatz Brewing), and two-story single family residences. The Milwaukee School of Engineering is located one block south on Broadway and generates significant pedestrian traffic, as do the pubs and restaurants on N. Market St. which serve as the center of nightlife for downtown Milwaukee. Other nearby amenities include the Bradley Center/MECCA complex, Milwaukee riverwalk, and public art museum and amphitheatre. There are two successful downtown shopping districts nearby: Old World Third Street, located two blocks to the west and The Grand Avenue shopping mall, located six blocks to the south along Wisconsin Avenue.
Existing Analysis

The site contained no structures, except a church on the extreme southwest corner near the intersection of Juneau and Broadway. In order for the necessary area of the ballpark to be contained on the site, it was necessary to demolish this church in addition to an off ramp for the Park Freeway leading to Broadway Avenue. This provides no obstacle, as the church could be moved to another existing location off site and the traffic routed down two streets to N. Jefferson St. This also would control access to the site by automobile, allowing traffic to be controlled away from the immediate stadium area, possibly preventing traffic jams on the park freeway.

The intimate, pedestrian friendly shops along N. Water St. was to be incorporated with the stadium to generate significant foot traffic and provide opportunities for pedestrian interaction both before and after games. In addition, the Milwaukee Riverwalk to the south was extended north and liked with the ballpark complex.

The residential scale of the single-family homes along Broadway Ave. to the east should not be overwhelmed, but accommodated in the scale and detailing of the ballpark. Since this site borders both the commercial and residential area of downtown, a transition between both should be a part of the solution. The existing parking garage to the south along Juneau Ave. and various vacant lots bordering the site, should also be used to accommodate VIP. and service parking.
Juneau Avenue Analysis

Juneau Avenue forms the southern boundary of the site. Along its southern edge, the 7 story Blatz Condos and 3 level Blatz parking garage anchor the streetscape. Together, these structures form a pedestrian wall against the sidewalk which is planted with parking meters, trees, and lampposts. Juneau slopes steadily down to meet N. Water Street to the west forming a vital intersection and node as it meets the pubs, restaurants, and bus stop in this area. The entire northern edge is an empty sea of parking, except on the northeast corner where the church is situated. Significant pedestrian activity is generated along this northern edge, as students and workers journey to the pubs and restaurants to the west, especially during lunch and dinner.
N. Water Street Analysis

N. Water Street forms the western border of the site, and contains the only significant commercial activity on the site with its pubs, apartments, restaurants and small shops. The entire western edge of N. Water contains turn of the century buildings which cater to a pedestrian scale through their use of large, on street level display window, awnings, neon signs, and inviting, recessed entries. Colors, signage and textures (brick, wood, and stone) also cater to the human scale. The park freeway anchors the end of N. Water and separates it both physically and psychologically from the northern end of the street. Dark, dirty areas beneath are used for parking currently, but could perform as an important link to the Milwaukee River if brightened and improved.

N. Water Street serves as the major north-south route in the area linking up with the residential and industrial areas to the north and the commercial and civic heart of downtown Milwaukee to the south.
Broadway Avenue

Broadway Avenue forms the eastern boundary of the site and serves as a one way-southern link from the northern portion of Milwaukee to downtown. Currently it serves as an off-ramp for the Park Freeway, allowing traffic to speed down the ramp onto the quiet, residential street. This ramp could be eliminated and accommodated two blocks to the east by building a new ramp on Jefferson Street. This would conform to the character of a residential street better than the current situation.

Broadway forms a boundary or edge which separates the urban residential portion to the east of the site, and the commercial strip to the west along N. Water Street. This fact generates significant pedestrian activity as many workers and students travel back and forth from their businesses and schools to the shops along N. Water Street. The intersection of Juneau and Broadway is a major node or link between the Milwaukee School of Engineering and Blatz Condos to the south and the church to the north. Older homes across form the church look down upon N. Water Street to the south as the site slopes down to meet the Milwaukee River.
Knapp Street

Along with the Park Freeway, Knapp Street forms the northern edge of the site. It is lined on both sides with diagonal parking spaces and meters, serving as a parking lot for the shops and businesses located nearby. It is unusual in that it is divided in half by N. Market Street into two one-way streets, one running east and one running west, there is no access to the street from either N. Water Street or Broadway Avenue. Knapp Street is used primarily as a through street and an access to the parking lot to the north as there are no buildings along its entire length. The street slopes gently down from Broadway to the east to N. Water to the west, falling roughly 10' as it travels. The northern edge of the street is lined with shrubs and small trees which block views of the parking lot and Park Freeway to the north, forming a pleasant pedestrian streetscape.
N. Market Street

N. Market Street bisects the site, running north-south through it. Like Knapp Street, N. Market Street functions purely as an access to parking lots and as a parking lot itself, lined with diagonal parking spaces along both sides. Pedestrian access occurs in the street itself, as there are no sidewalks, trees, or other pedestrian related features. In reality, there is no reason to visit N. Market Street unless you are looking for a parking space, entering the lot to the north or west, or making a shortcut through the site to miss the light at Juneau and N. Water Street. There are no structures or buildings along the street, nor are there any sidewalks or pedestrian amenities to draw people in.
North Water Street

View Down Juneau Toward N. Water

View Toward N. Water From Broadway
Proposed Parking/Shuttle Nodes

The notion of an urban ballpark today must address the issue of parking. Currently, there are over 23,500 parking spaces within Eastown, Milwaukee only, including the adjacent Blatz parking garage along Juneau Avenue, and two additional structures one block south of the site along N. Water Street. Within six blocks of the proposed ballpark, there are no less than 25 lots to accommodate parking including three garages which hold parking for the Bradley Center/MECCA complex. A recent brochure listed 15,000 spaces within a three block radius of the Bradley Center (which is 5 blocks from the ballpark), more than enough to accommodate the parking needs of the ballpark.

Using the 1995 Stadia - Design and Development Guide, a ratio of one space for every 12 seats was established. Using a proposed maximum capacity of 35,000 seats, the public parking areas should only have to accommodate approximately 3,000 spaces, which is easily accommodated in the existing downtown parking structures. However, since this ballpark will seek to mimic the classic, urban ballparks of yesterday, the focus will be on pedestrian and public transportation. Therefore a shuttle system will be established to bring fans from far off lots and bus stops, taking them to the ballpark and back again.

Private parking lots for players and business personnel should be provided as well as lots for VIP and luxury box owners and renters as close to the ballpark as possible, without giving preference over the pedestrian.

053
proposed parking/shuttle nodes
**Facts in brief**

**Population:** City—628,068. Metropolitan area—1,432,749. Consolidated metropolitan area—1,607,183.

**Area:** City—106 sq. mi (275 km²); Metropolitan area—1,497 sq mi (3,877 km²); Consolidated metropolitan area—1,838 sq mi (4,760 km²).

**Climate:** Average temperature—January, 22°F (−6°C); July, 72°F (22°C). Average annual precipitation (rainfall, melted snow, and other forms of moisture)—30 inches (76 centimeters). For the monthly weather in Milwaukee, see Wisconsin Climate.

**Government:** Mayor-council (four-year terms).

**Founded:** 1830. Incorporated as a city, 1846.

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**Facts in brief**


228 sq. mi (591 km²); Metropolitan area—1,454 sq mi (3,754 km²); Consolidated metropolitan area—1,838 sq mi (4,760 km²).

Average temperature—January, 25°F (−4°C); July, 75°F (24°C). Average annual precipitation (rainfall, melted snow, and other forms of moisture)—33 in (84 cm). For the monthly weather in Chicago, see Illinois Climate.

**Government:** Mayor-council. Terms—4 years for the mayor and the 29 council members.

**Founded:** 1803. Incorporated as a city in 1837.

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**Facts in brief**


Area: City—76 sq. mi (197 km²), excluding inland water. Metropolitan area—2,708 sq. mi (7,014 km²), excluding inland water. Consolidated metropolitan area—3,613 sq. mi (9,358 km²).

Altitude: 560 feet (170 meters) above sea level.

Climate: Average temperature—January, 17°F (−8°C); July, 73°F (23°C). Average annual precipitation (rainfall, melted snow, and other forms of moisture)—12 inches (31 centimeters). For the monthly weather in Cleveland, see Ohio Climate.

Government: Mayor-council. Terms—4 years for the mayor and the 21 council members.

Founded: 1796. Incorporated as a city in 1836.
Climatic Data

While researching this project, one of the issues which kept coming up in the media was the justification for a new domed stadium. Team owners complained of the lost revenue and costs associated with the prospects of rained out (and snowed out) games. They contest that since Milwaukee is one of the teams located furthest north, they suffer unfairly due to cold, and rainy weather. It is their view that fans would much rather sit in a climate controlled domed stadium, rather than brave the 20 or 30 degree weather which invades Milwaukee in early April and late September.

The comparison at the left shows a breakdown of Milwaukee's climate as compared with two other cities, Cleveland and Chicago, which have similar, if not identical weather in April and September. Both of these cities have chosen to construct outdoor stadiums (with natural grass surfaces) within the past five years, and have not suffered any adverse effects due to weather related incidents. In fact, according to recent statistics compiled by major league baseball, Cleveland has led the league in attendance the last two years and Chicago has drawn almost 2 million fans steadily throughout its past two seasons. Of course, attendance factors also deal with the quality of the team, but this illustration proves that outdoor baseball in a city similar in climate to Milwaukee is a viable alternative.
Wrigley Field
Ballpark Goals

The focus and key to this design is understanding the physical and cultural context which surrounds and forms urban Milwaukee. It is a city of small shops and neighborhood restaurants and pubs sprinkled amongst large office buildings, cultural and performing arts centers, and the Milwaukee River and Lake Michigan. There are countless opportunities for pedestrians to be entertained, relax, shop, eat and explore. The design criteria for this ballpark should mimic those opportunities which already exist in Milwaukee and are a proven success. This ballpark should focus on the pedestrian and provide experiences along the streetscape such as shops & pubs which accompany and amplify the ballpark to stimulate interest and revenue when the events at the park are over. A strong use of informative signage, banners and awnings promoting and selling the ballpark should be encouraged. The park should also not overwhelm its neighbors but pay respect to them in size, detail, and form to give the feeling that it had always been there.

Fans should be given clear, unobstructed views to the field, and be provided with numerous concessions and amenities to accommodate all levels of interest and economic situations. Facilities for families and children should be provided such as picnic areas, children's spaces, and interactive game and skill areas to stimulate interest and entertainment in the game of baseball.

The ballpark should seek to become a landmark and icon that Milwaukee can call its own, while adjusting to the landscape to recall the bygone classic urban ballparks of the early 1900's.
Ballpark Uses

To increase the utilization of the ballpark outside of its primary function of hosting Major League Baseball games for the Milwaukee Brewers, several other events and uses could be held in the facility, bringing in capital and increasing activity in the urban entertainment district.

Major League Baseball
- Milwaukee Brewers........................................... 81 games
- Divisional Playoffs........................................ 03 games
- League Championship.................................... 03 games
- World Series............................................... 04 games

College Baseball
- Marquette University...................................... 5-10 games
- University of Wisconsin-Milwaukee.................. 5-10 games
- Tournaments and Playoffs............................... 5-10 games

High School Baseball
- Local and State Playoffs and Tournaments

Outdoor Boxing and Wrestling Events

Outdoor Music Concerts

Outdoor Stage Events and Rallies

Exhibitions

Local Milwaukee Festivals
Spectator Facilities

Public Seating Area - accommodations for 35,000 seats
- mixture of padded and unpadded, riser mounted, tip-up seats and bleachers
- handicap accessible seating and standing room only areas should be included
- guidelines from Stadia Design and Development Guide
  - tread width per row .................. 31" min
  - riser height .......................... 06" min
  ...................................... 20" max
- number of seats per row ........... 22 max
- aisle width ............................ 44" min
- seat width .............................. 18" min

Picnic Area - comfortable, family-oriented space providing good sightlines and room to accommodate large gatherings and banquets.

Public Restrooms - the following guidelines should be utilized
- Lavatories: (1 per 300 men) .......... 70 min
  (1 per 200 women) .................. 70 min
- Water Closets: (1 per 500 men) ...... 42 min
  (1 per 100 women) .................. 140 min
- Urinals: (1 per 125 men) ............ 168 min

Concession Stands - Should be provided on all levels of the ballpark and easily seen and accessed
- 6 lineal feet of counter per spectator .......... 525 l. f. min
- 35 lineal feet per stand ..................... 15 stands min

Vendor's Commissaries - Space for vendors to store food and refill their carts
- 1 vendor per 200 spectators .................. 175 vendors
- 15 vendors per commissary ..................... 12 min

Security Station - Space for administrative duties as well as holding cells.

First Aid Station - Space for administrative duties as well as sick beds, storage, and a trauma room.

Public Information Booth - Should be easily seen and located on all levels providing information.
Spectator Facilities, continued

Ticket Facilities - This area should accommodate 1 ticket window for ever 3,000 seats (12 windows) and be easily seen and accessed from the exterior of the stadium. In addition, a will call window, and day of game ticket window should be included along with an advance ticket window.

Luxury Suites - These suites should accommodate 10-20 people and provide semiprivate areas for cooking, dining, socializing, and watching the games. Indoor and outdoor areas for observation should be included.

Owner's Box - This box should be the largest one, accommodating 20-30 people and including room for business meetings, socializing, entertaining, cooking, dining, and space for indoor and outdoor observation of events in the ballpark. In addition, this box should occupy a prominent spot in the ballpark.

General Manager's Box - This box should be immediately adjacent to the owner's box and include accommodations for 10-20 people, as well as room for cooking, dining, business meetings, and indoor/outdoor observation of the ballpark.

VIP Suites - Similar to luxury boxes, these suites should contain rooms for business meetings, lectures, seminars, and space for banquets, gatherings, and socialization.
Service facilities

Press Box - This area should include space for TV broadcasting, radio broadcasting, P.A. announcer, TV and radio editing equipment, working press tables, scoreboard and message board operators, as well as room for home and visiting coaches, and a workroom for statisticians and journalists.

Photo/Video Lab - This lab provides space for video and photography editing and broadcasting equipment including darkrooms and editing booths and work space for editors.

Interview Rooms - Space should be provided adjacent to both home and visiting teams locker-room areas to accommodate formal interviews. It should hold room for 20-30 people including room for equipment hookups and broadcasts.

Photo/Video Stations - These stations should be located throughout the stadium to accommodate television and audio broadcasting equipment and platforms.

Press Club - This area should accommodate facilities for eating, drinking, and socializing before and after games by members of the media and groups of up to 150 people.
Playing Field/Player Facilities

Playing Field - The playing field should contain a natural grass turf surface with a dirt/clay mixture infield and warning track area containing drains and a sprinkler distribution system. This surface may be heated by running a system of heat pipes below the field to aid in the thawing and general maintenance of the field. The outfield dimensions should fall within established American League norms, and the field orientation should be a traditional southwest facing scheme.

Home Lockerroom - The lockerroom should be located on the third base side of the field and have direct access to the playing field via the dugout suite. Facilities for 35 players including lockers, dressing areas, equipment storage rooms, showers, and restrooms should be included. The head coach should have his own separate office adjacent to these spaces as should a private lockerroom and shower for the assistant coaches.

Home Clubhouse - The clubhouse should serve as the team lounge for use before and after games and be directly adjacent to the home lockerroom. Space for gaming equipment, food and drink preparation and meeting space should be provided. The clubhouse should also provide direct access to the player parking area to the exterior of the ballpark.

Training Facilities - The training facilities should include a state-of-the-art weight and exercise room containing a variety of free weights and machines, a hydrotherapy pool and spa, massage tables and indoor batting/pitching cages. These facilities should be adjacent to the home clubhouse and contain offices and shower areas for the training and conditioning staff.

Visitor Lockerroom and Clubhouse - These spaces should include all of the amenities listed in the home team facilities, except that it should be located on the first base side of the ballpark.

X-Ray/First Aid Suite - This area should be readily accessed to the playing field to treat game-related injuries. It should house medical/x-ray equipment and contain exam tables for diagnosis and treatment as well as offices, storage and restrooms for the team doctor and medical trainer.

Umpire's Suite - This lockerroom should be located behind home plate and have direct access to the playing field. Facilities for 8 umpires including lockers, dressing areas, equipment and storage rooms, showers and lounging areas. This suite should also contain a secure protest room where, after the game, protests may be heard and illegal, confiscated equipment examined.
Support Areas/Administration

Concession Storage - This area should accommodate facilities and storage for large items, bulk storage of food and packaging items, condiments, handling and delivery equipment and machinery. Several freight elevators should be located nearby to distribute these items throughout the ballpark.

Stadium Personnel Lockers - This area should accommodate both male and female locker rooms, dressing areas, restrooms, and shower areas for approximately 300-400 ballpark workers. A meeting room/lounge, uniform storage office, and timeclock area should also be included.

Maintenance Shop - This shop should provide an area for repair and general maintenance upkeep of the ballpark facilities and mechanical systems. Space for tools, machines, spare parts, and work space should be accommodated.

Field Maintenance/Storage - This area should serve as storage and office space for the head groundskeeper and groundskeeping crew. Space for storage of fertilizers, quick dry, watering hoses, rakes, shovels, tractors, mowers, and foul line markers and batting practice equipment should be accommodated. This area should have direct access to the playing field surface, and be readily accessed in case of an emergency.

Loading Dock and Receiving Area - This area should serve as the receiving center for all incoming food and drink supplies, paper goods, mechanical equipment and supplies, groundskeeping equipment and supplies, and any other bulk items. Space for 4 Semitrailers, delivery vans and unloading equipment such as forklifts should be accounted for. A receiving/security office should also be located nearby to control incoming and exiting items. A large space for garbage and recycling of materials should also be nearby, as should access to freight elevators.

Mechanical Spaces - These spaces should function as the mechanical, electrical, plumbing, telephone, computer, and audio distribution center for the entire ballpark grounds. They should be located as inconspicuously as possible and contain access for repair and replacement.
Support Areas/Administration

Administrative Offices - These areas should serve as the day-to-day business center of the ballpark, housing offices for the ballpark operations director and assistant directors, accounting and finance personnel, marketing and community relations directors, media relations managers, sales managers, personnel/human resources director and their various secretaries and assistants.

Team Offices - This space should serve as the headquarters for the baseball operations of the Milwaukee Brewers. It should be a rich, inviting space celebrating the team, housing offices for the president, general manager, assistant general manager, director of scouting and minor league operations, and various secretaries and assistants. It should also contain an executive conference room.

Team Shop - This space should accommodate all types of Brewers and MLB merchandise and novelty items featuring the team ballpark, logo, players, and ballpark. It should be a festive space which accommodates sales, storage, and displays.

Stadium Club - A private club/restaurant which should offer luxurious dining facilities for 250 guests, overlooking the playing field where patrons can eat and socialize while observing the events in the ballpark from their tables. Accommodations for banquets, private dinners and parties should be included as well as complete kitchen/bar facilities, storage spaces and restrooms. A private, secure entrance and circulation route should separate this area from the public.

Stadium Café - This public café should occupy a street level position which draws in pedestrian traffic. It should be an informal café seating around 100 people which offers typical bar and grill fare and drinks in a comfortable, festival baseball atmosphere which affords a view of the ballpark. It should contain a waiting area, seating areas and restrooms as well as a complete kitchen/bar and storage area. During the game, the café should only be accessed through the ballpark, but can be accessed from the street at any other time.

Meeting Suites - These areas should be semiprivate posh rooms capable of seating 10-20 people and provide complete meeting, presentation and banquet facilities for rent.

Leasable Suites - These suites should occupy ground level positions along N. Water St. to bring people to the ballpark even when there is not an event. Rentable, build out areas will be leased to bring in additional revenue and pedestrian traffic to the ballpark. Possible tenants might include restaurants, nightclubs, shops, cafes, or souvenir shops. If possible, views into the ballpark should be encouraged.
Site Plan

This site plan illustrates the final proposal for the Juneau Field Ballpark for the Milwaukee Brewers. The stadium has been situated with home plate along the intersection of Juneau and N. Water Streets, forming a pedestrian plaza and gathering point at this corner. The area immediately to the north of the ballpark (beneath the Park Freeway) was created to hold a Brewer's walk of fame, which would hold the hand-prints, signatures, and statistics of leading Brewer's players year after year, and also to provide a sheltered entrance point for fans and vendors alike. Another plaza has also been created immediately to the east to hold tailgating parties and special promotional gatherings and rallies before, during, and after games. This plaza would be equipped with barbecue pits and colorful picnic tables and umbrellas for fans to use while at the ballpark, and it would also provide a place for vendors, musicians, and ticket scalpers to congregate outside of the ballpark. Coupled with the Walk of Fame plaza, this area would provide fans with a glimpse of their favorite players as they exited and entered the player's parking area, possibly leading to an encounter or autograph.

Two VIP parking lots have also been created in the vacant lots bordering N. Edison St., holding around 500 cars, and the Milwaukee Riverwalk has been extended north to the N. Water St. bridge, and 16 boat slips have been added to provide fans and sightseers with boats, an accessible dock near the ballpark. The area beneath the Park Freeway has been paved over with brick paving, and will provide a pleasant covered walkway to the ballpark from this area.
Service Level

The service level is located 20' below street level and contains all of the facilities for receiving, shipping, and handling of the ballpark's goods. There are several mechanical/storage spaces located along the outside perimeter, as well as space for a repair shop and maintenance facility. The greenskeeping offices and storage facilities are located in the northern section of this level, providing direct access to both left and right fields. The stadium kitchen is also located on this level, providing food storage and handling for bulk items.

The area immediately behind the third base dugout is the home team suite and contains offices, training facilities, indoor batting and pitching cages, lockers, and a clubhouse. Similar facilities for the visiting team are located immediately behind the first base dugout. The umpire's suite, x-ray/first aid room, and press facilities and interview rooms are located between the two team's suites, and provide an ample buffer between the two teams. The large central corridor would provide access to a tunnel adjacent to the receiving dock, which would give players access to a small building in the player's parking lot, avoiding any contact with the general public.

In addition to these facilities, space for employees lockerrooms, offices, meeting rooms and other related facilities would be housed on this level. Access to the service level would be restricted, and stadium personnel would monitor all access points throughout the game.
Mezzanine Level - capacity 16,000

The mezzanine level is the main entrance level to the ballpark, holding 16,000 seats. Upon entering, one moves down the aisles to the field, which is sunk 12' below entry level. Reserved seating is positioned in all areas within foul territory, leaving the spaces beyond the outfield wall for bleacher seating. A beer garden terrace is positioned in left field to provide standing room only crowds, and a space for vendors to sell their wares. A terraced family picnic area forms the batter's backdrop in left center, providing picnic tables, umbrellas, and catering facilities for families and groups. The concessions are evenly distributed throughout the ballpark, ensuring fans close-by restrooms and vending areas. Information booths, first-aid suites, and a security office are also located on this level, to ensure adequate fan usage.

The area bordering N. Water Street has been lined with a series of small shops, designed to take advantage of the existing pubs and restaurants along this street. Two of these shops provide access both inside and out, allowing views to the playing field and ballpark. In addition to these shops, a Team Cafe is positioned directly behind home plate and also allows patrons views into the ballpark. All of these shops would remain open before, during, and after games, as well as on days when there were no games to stimulate interest and pedestrian activity along the ballpark, keeping with the tradition of the N. Water St. shops. Access to the Stadium Club is also provided on this level, housing elevators to the club above, and a small bar/lobby where patrons could sit and enjoy the views to the stadium beyond, before journeying up to their dining tables.
Lower Level - capacity 4,500

This level is situated directly above the Mezzanine level and is one story above the N. Water St. Facade. However, due to the natural sloping conditions of the site, another gate is able to be positioned at the intersection of Broadway and Juneau, giving access to fans arriving from the southeast. These seats would be sold as reserved and upper box seats, and would provide excellent views to the playing field and outfield area below. Restroom and concessions are one again evenly distributed, giving fans close-by services. Access to this level would be by tickets only, and other less expensive ticket holders would not be allowed into this area.

In addition to the spectator facilities, space for the team's administrative offices would be placed in the outside area, immediately behind home plate, providing a spectacular view of the intersection of N. Water St. and Juneau Avenues below, as well as views to the Milwaukee River and downtown. The Lower press box would also be located on this level, and would house the P.A.. announcer, home and visiting coaches, as well as space for the working press.

The lower level of the Stadium Club would also be on this level, providing an entry point and viewing platform to the field below.
VIP Level - capacity 1,000

This level would house the VIP and luxury boxes, as well as the owner and general manager's luxury box. Each box would hold approximately 20 people and be equipped with complete kitchen, dining, and viewing facilities, as well as 20 box seats with which to view the action below. Access to this level would be tightly restricted and stadium personnel would check credentials upon entry. In addition to these boxes, the upper level of the Stadium Club would also be located here, with an even better view of the field below in left field, and facilities for banquets, meetings, dining, and drinking. Several rentable meeting suites are also located on the VIP level, along N. Water Street. These suites would be available for general business meetings, banquets, parties, and lectures and are equipped with presentation and audio equipment.

The upper press box is also located here and houses room for television and radio broadcasters, editors, and equipment. Immediately behind this press box is a working television/audio editing lab and darkroom where technicians can edit broadcasts and transmissions of games and events. The press club is also located on this level along Juneau Avenue, and would provide room for up to 150 members of the press to relax, eat, and socialize before and after games.
Upper Level - capacity 13,500

The upper level would be the last level in Juneau Field, providing barrier free views to the playing field below. Entrance would be gained through tunnels beneath the stands, which would then give access to the seating area above. These stands would be the least expensive in Juneau Field, and probably be the last to be sold. Services such as restrooms, first-aid stations, and concessions would be provided beneath these stands along the outer concourse which would rim the stadium. Colorful banners, signage and flags would permeate this concourse, allowing fans spectacular views both from the streetscape below and above. The area adjacent to N. Water Street would give views to both the shops and pubs, as well as to the Milwaukee Riverwalk to the west and the spectacular skyline of downtown to the south. Areas for picnics and gatherings would also be accommodated along this concourse towards the intersection of Juneau and Broadway, giving views down to the residential neighborhood and treetops below.
Figure 56 - Sections
Hank Aaron
Summary

Juneau Field is an attempt to revisit the classic ballparks of yesterday, while paying heed to the demands and needs of today's modern baseball fan. By integrating its form and functions with the surrounding streetscape, it attempts to blend in with the existing pedestrian patterns and mannerisms, while providing additional opportunities for interaction and exploration. The three new pedestrian plazas formed from the space beneath the Park Freeway, which was formerly wasted, and considered useless, can now be utilized as protected public gathering spaces, and places of civic pride in both Milwaukee and the Brewers. In addition, the new shops and cafes along N. Water Street can provide new experiences and watering holes for the frequent customers who already are familiar with the area, while at the same time drawing in new patrons and visitors for the existing business and shops.

This area of Eastown Milwaukee is currently threatening to decay, as new businesses and shops prefer to head for the suburbs instead of investing in an urban location. With this proposal, Juneau Field could bring in millions to the downtown economic situation, at the same time actually increasing property values in the areas surrounding the ballpark. I feel that instead of the proposed suburban stadium which is slated to be built by the Brewers, this solution is a much better one for Milwaukee and Major League Baseball. By once again integrating the ballpark with downtown, it can serve as a catalyst for the revitalization and renewal of a threatened area of Milwaukee, and once again illustrate and celebrate the game of baseball in a friendly, pedestrian oriented urban setting.