

BRIGHTEN THE PASSAGE BEFORE, NOW, & THE BACKSTORY

Improving connectivity between neighborhoods took a public – private partnership and a vision stemming from the Downtown Master Plan and Nighttime Economy Study, to eliminate perceived barriers & Brighten The Passage.

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#BrightenThePassage



2010 DOWNTOWN MASTER PLAN RECOMMENDATIONS

NEW KEY GATEWAY LINKAGES



Civic Design

Place-making at the larger "downtown wide" scale is considered by this map. These elements include the network of showcase streets, gateways into and within Downtown and vistas.

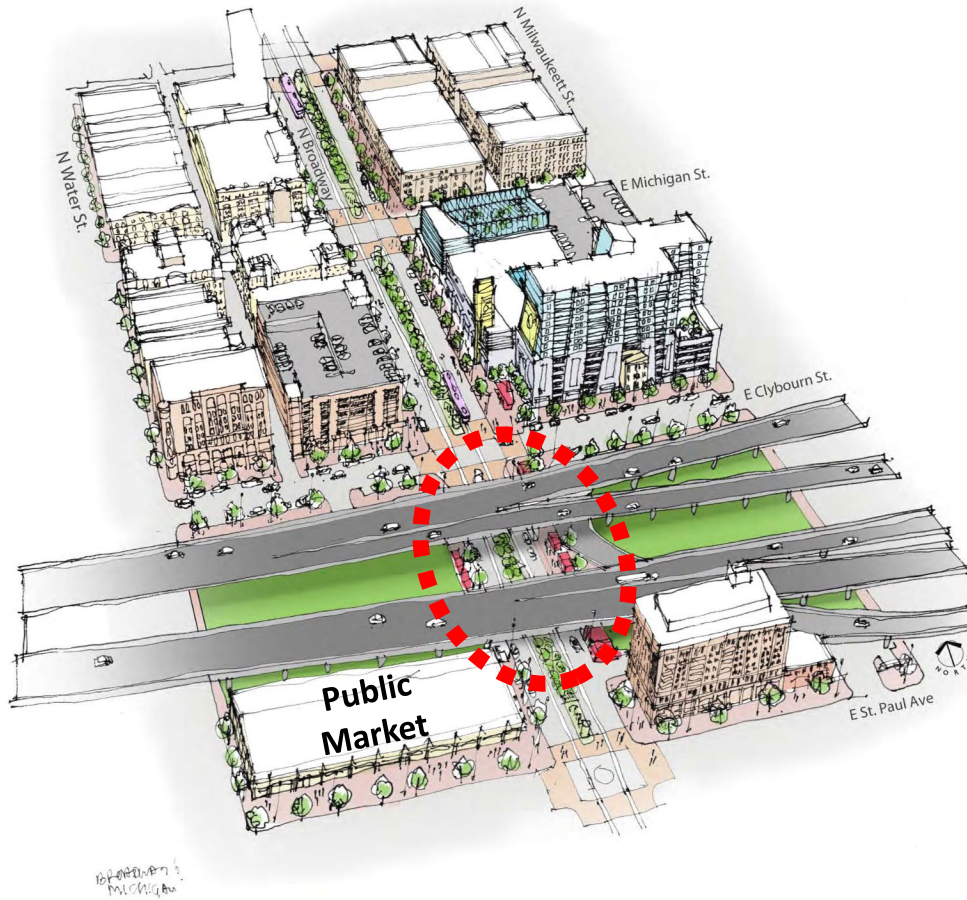
2010 Downtown Master Plan identified under I-794 for multiple *Potential New Gateway Conditions*

Strategies for better connecting Downtown, Historic Third Ward, and surrounding neighborhoods include enhanced lighting, public art, landscaping and other improvements

Source: 2010 Downtown Master Plan

2010 DOWNTOWN MASTER PLAN RECOMMENDATIONS

BROADWAY CONNECTION CATALYTIC PROJECT AREA



Source: 2010 Downtown Master Plan

Broadway Connection was also elevated a key catalytic project area, identifying:

- Several important development sites & redevelopment opportunities, and
- The need to strengthen the connection under I-794 between Downtown and the Historic Third Ward via Broadway



The Huron Building



Hilton Garden Inn

**SAMPLE OF RECENT DEVELOPMENT PROJECTS
IN THE CORRIDOR**



The Mackie Building



Milwaukee Public Market & The Hop



BMO Tower



Two-Fifty



Homewood Suites

SAMPLE OF RECENT DEVELOPMENT PROJECTS IN THE CORRIDOR
(CONT.)

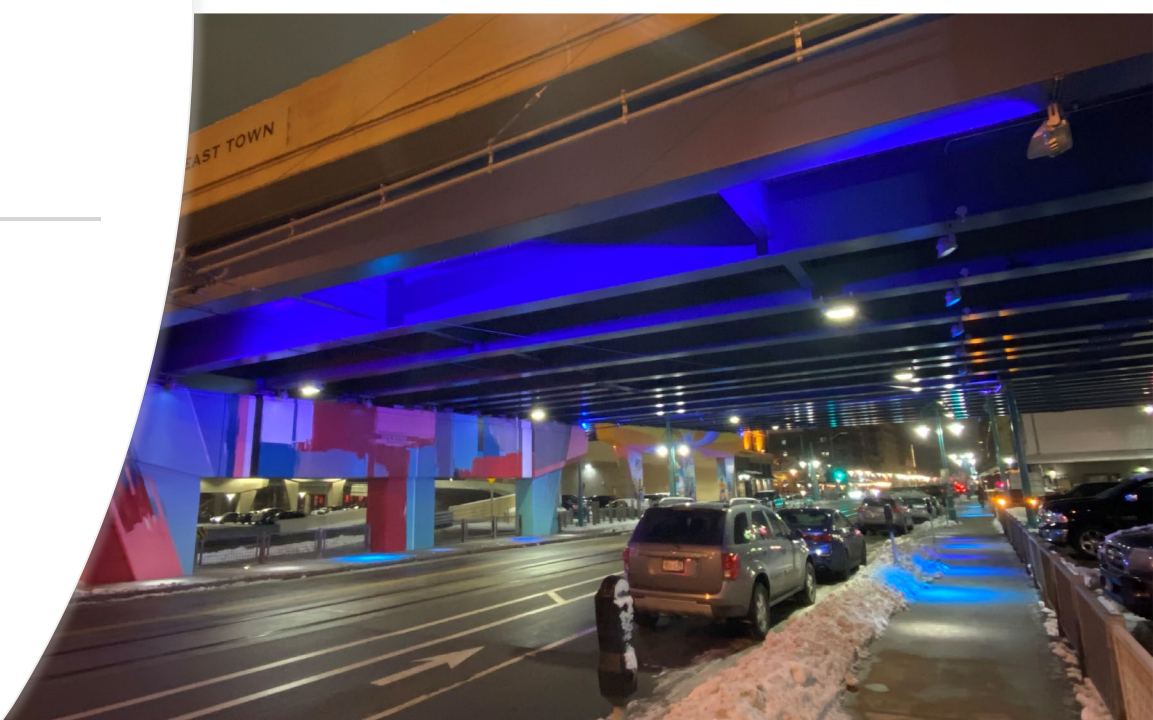


BRIGHTEN THE PASSAGE

**FROM MASTER PLAN
RECOMMENDATION TO
DESIGN COMPETITION TO
IMPLEMENTATION**



MARKET
PARKING



EAST TOWN

BRIGHTEN THE PASSAGE DESIGN COMPETITION (2012)

Brighten the Passage Design Competition

A project born out of the Downtown Business Improvement Districts "Night Time Economy" Initiative and the Downtown Plan's "Broadway Connection" Catalytic Project



BRIGHTEN THE PASSAGE

The Judges:

- Robert Bauman, Alderman, 4th District
- Ghassan Korban, DPW Commissioner
- Carolynn Gellings, PE, Southeast Freeways Group, Wisconsin Department of Transportation
- Whitney Gould, Milwaukee City Plan Commissioner and former architecture critic for The Milwaukee Journal Sentinel
- Greg Uhen, CEO / Design Principal, Eppstein Uhen Architects and Bid No. 2 and Historic Third Ward Association Board Member



BRIGHTEN THE PASSAGE

The Brighten the Passage Design Competition was rooted in the 2010 Downtown Master Plan recommendations and the Milwaukee Downtown, BID #21 Nighttime Economy Study

Downtown Milwaukee Nightlife Solutions

MULTI-USE SIDEWALK Committee Chair: Nancy O'Keefe, Executive Director of Historic Third Ward Association

Hospitality zone vitality often extends to the streets and sidewalks through outdoor dining, street entertainment, public markets and vendor shopping. Balancing pedestrian flow and safety with ADA rules, panhandling management and lighting to connect pathways is critical to success.

GOAL 1 - Fill in Dead Zones – First priority primarily under expressway between Third Ward and East Town.

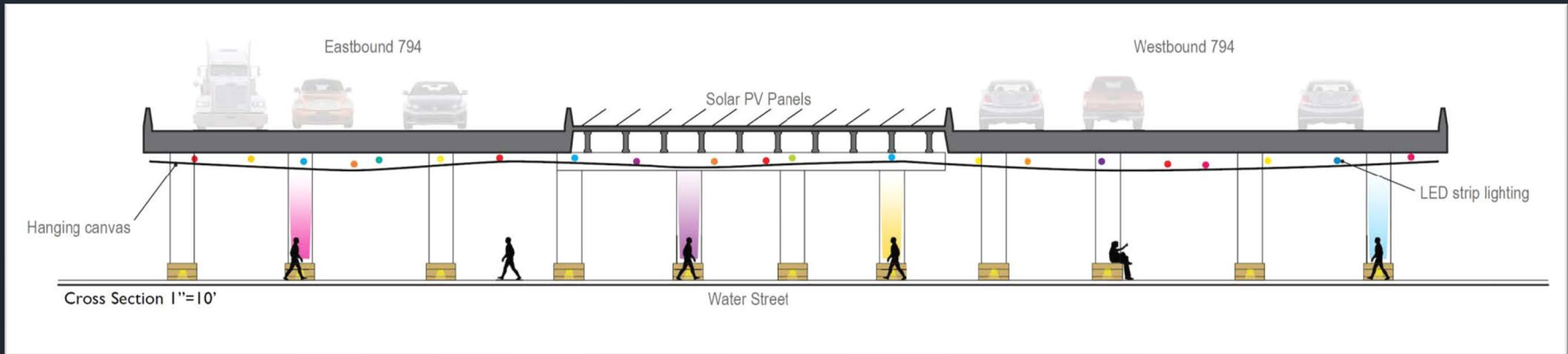
GOAL 2 - Improve Upfront Transparency of Business Licensing and Compliance Requirements.

FUTURE GOAL - Successful Completion of "Brighten the Passageway" Contest.

FUTURE GOAL - Winterize Hospitality Zones.

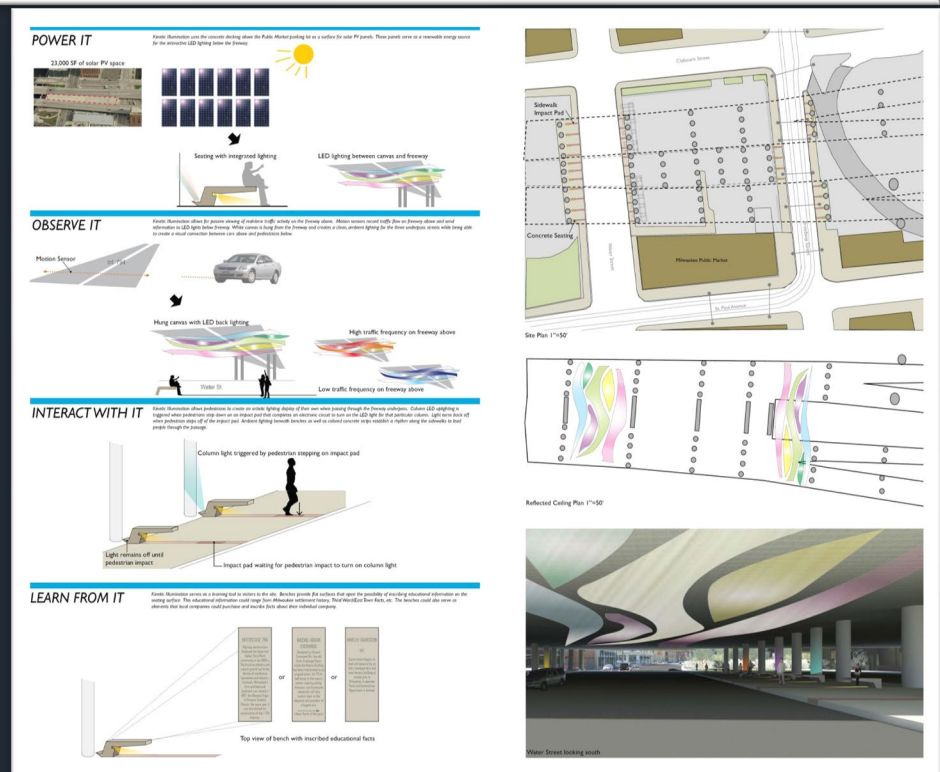
BRIGHTEN THE PASSAGE DESIGN COMPETITION

WINNING CONCEPT: KINETIC ILLUMINATION



The winning design competition concept, Kinetic Illumination, focused on strengthening the under I-794 connection between neighborhoods through dynamic color changing LED lighting

- The concept was submitted by Craig Huebner



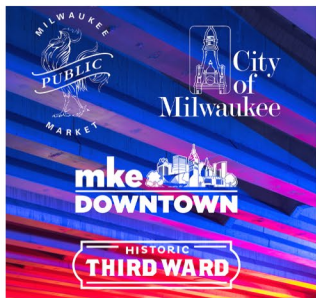


Under I-794 Project Momentum

Strengthening Neighborhood Connectivity, Enhancing Vibrancy & Establishing long lasting partnerships

Milwaukee Downtown, BID #21, Historic Third Ward BID #2, the City of Milwaukee, and numerous partners have strategically implemented several under I-794 projects -- with more on the horizon

BRIGHTEN THE PASSAGE IMPLEMENTATION



Brighten The Passage
Connecting our neighborhoods

BrightenThePassage.com





BEFORE THE
I-794 RECONSTRUCTION (2013)



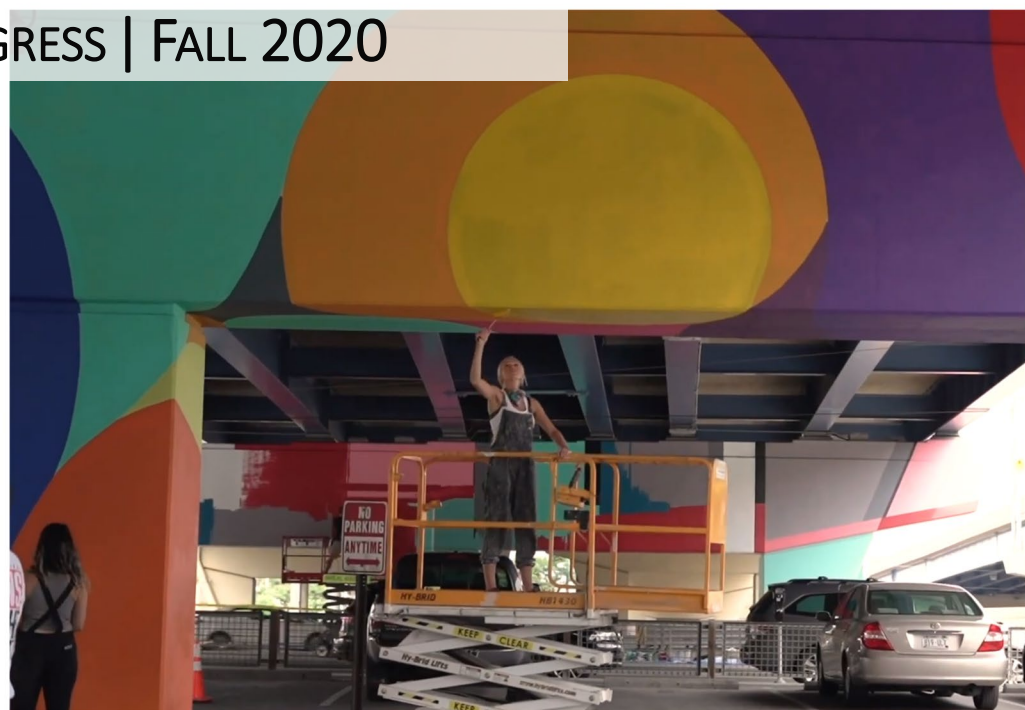
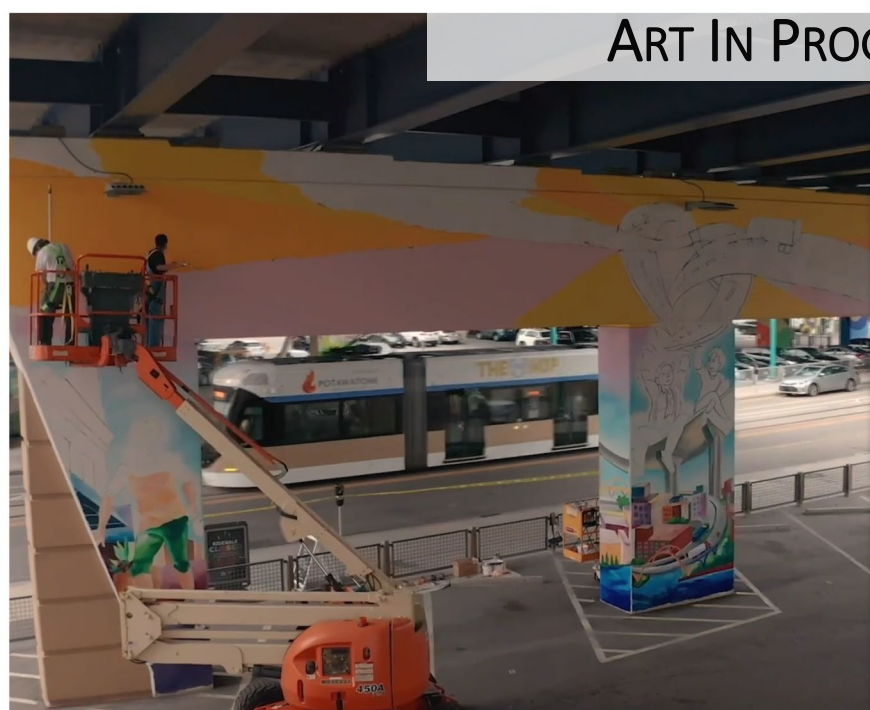


AFTER THE
I-794 RECONSTRUCTION (2016)





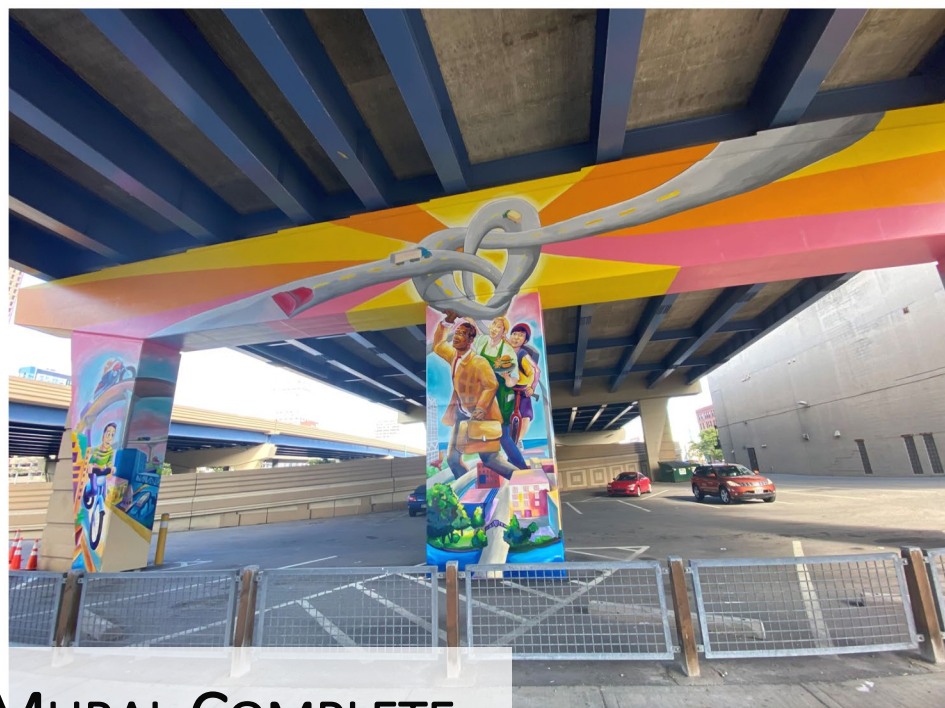
BRIGHTEN THE PASSAGE PHASE 1: MURAL
ART IN PROGRESS | FALL 2020



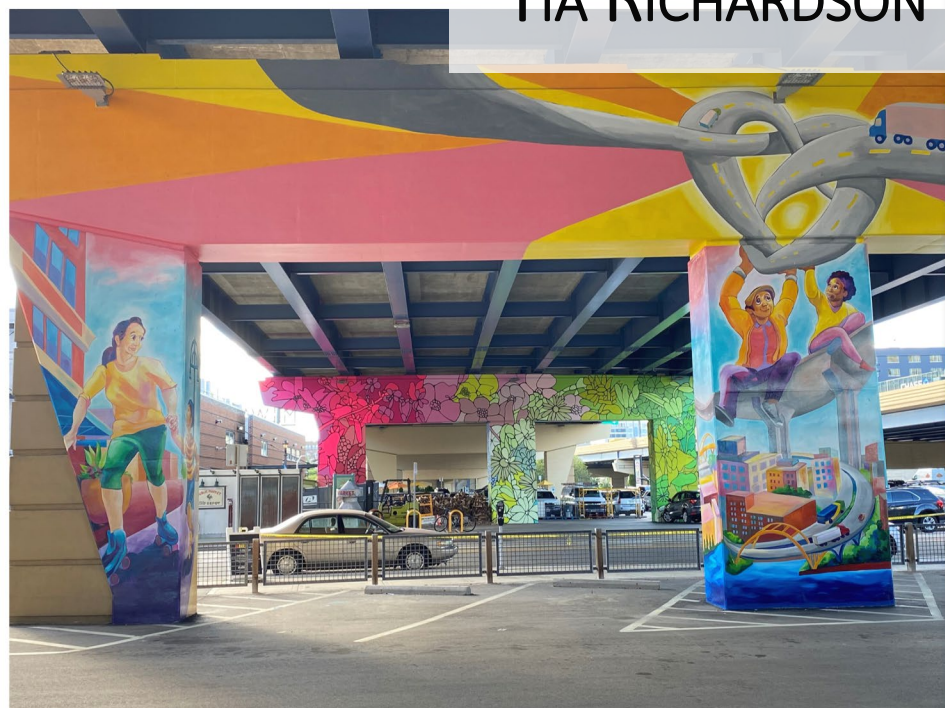


DAVID WATKINS MURAL COMPLETE





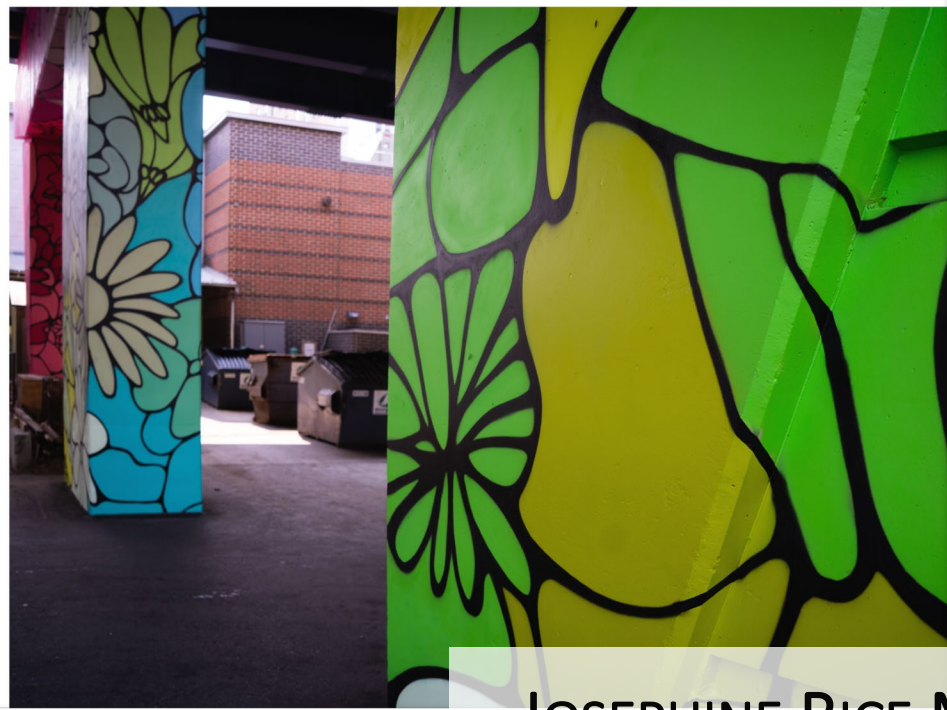
TIA RICHARDSON MURAL COMPLETE





ALEX COUTO MURAL COMPLETE





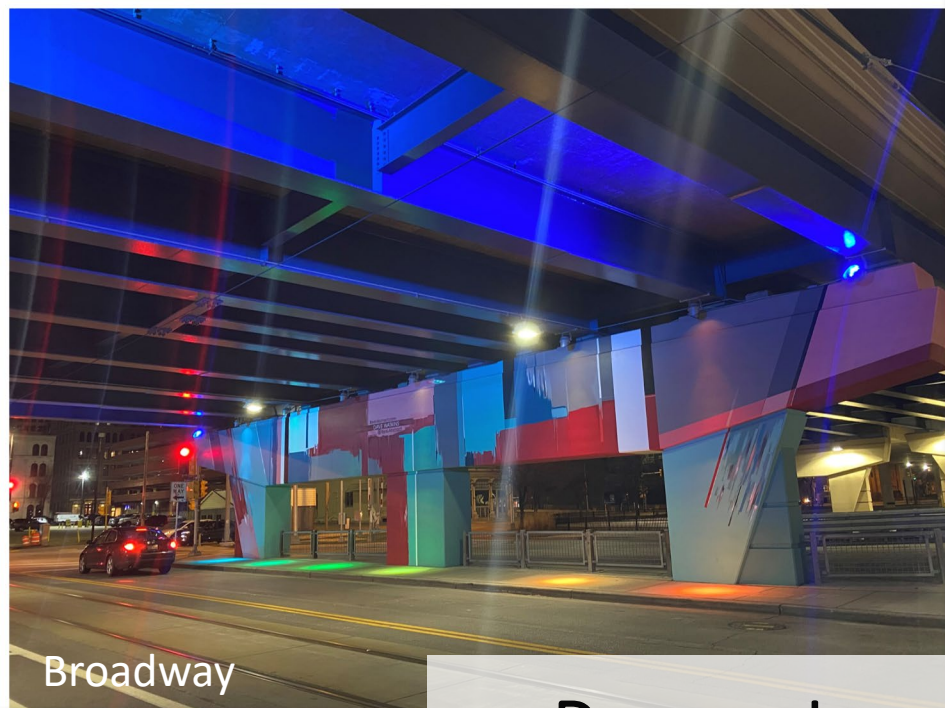
JOSEPHINE RICE MURAL COMPLETE





BRIGHTEN THE PASSAGE PHASE 2: LIGHTING
INSTALLATION IN PROGRESS | FALL 2020



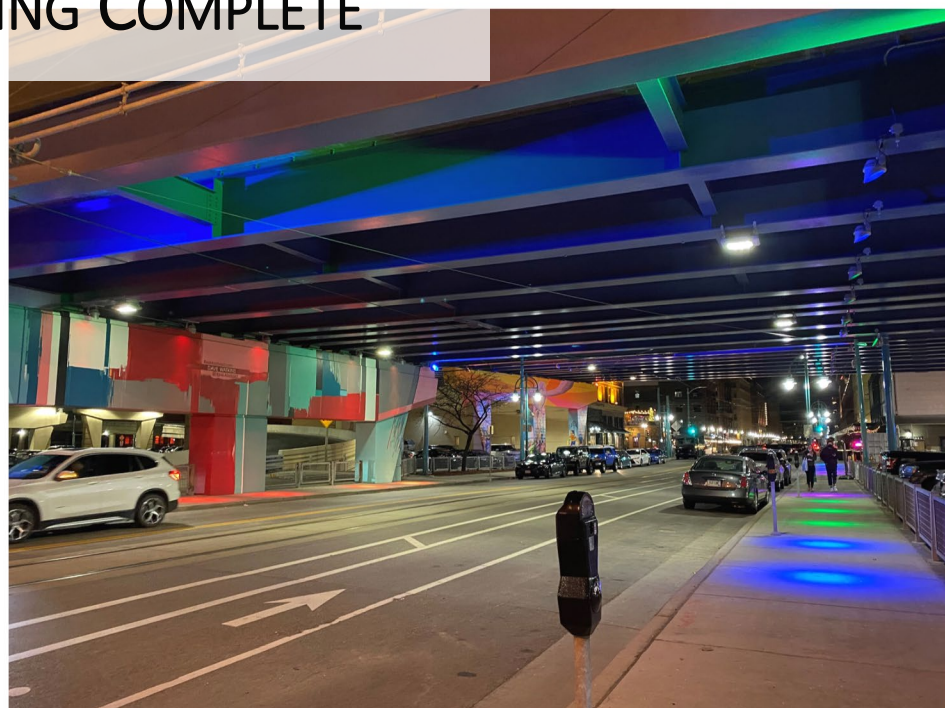


Broadway



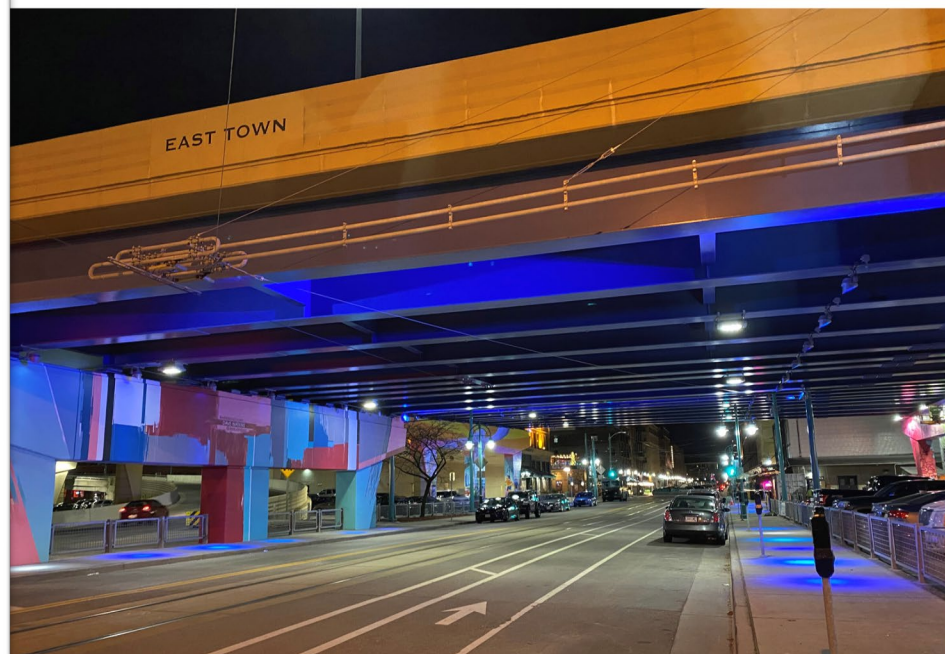
Water Street

DYNAMIC LIGHTING COMPLETE



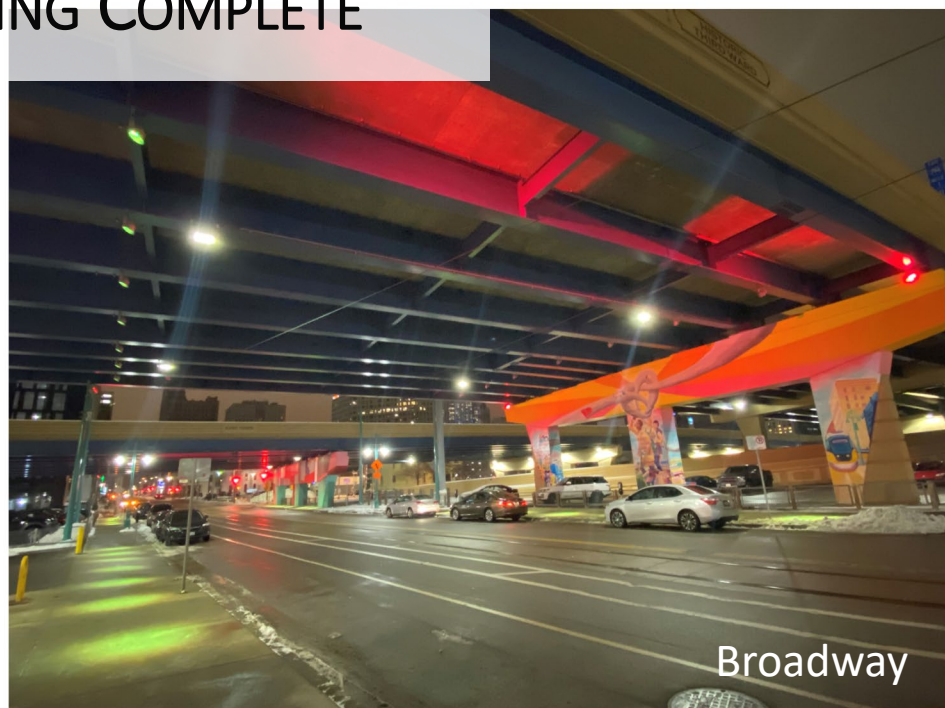


Water Street



EAST TOWN

DYNAMIC LIGHTING COMPLETE

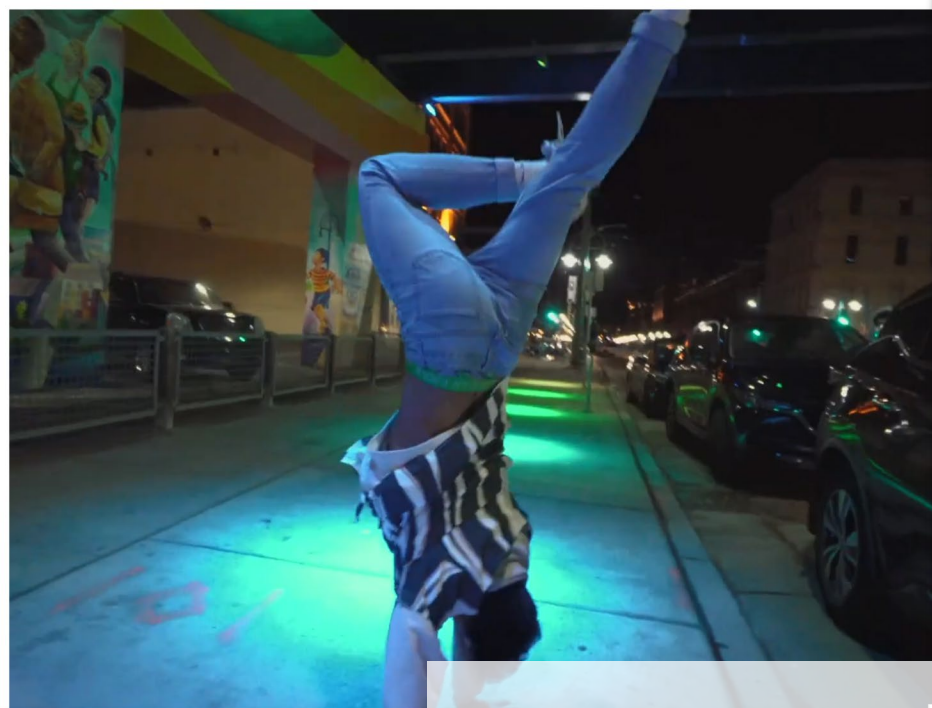


Broadway



BRIGHTEN THE
PASSAGE &
BROADWAY
CORRIDOR

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HOW WILL YOU BRIGHTEN THE PASSAGE?

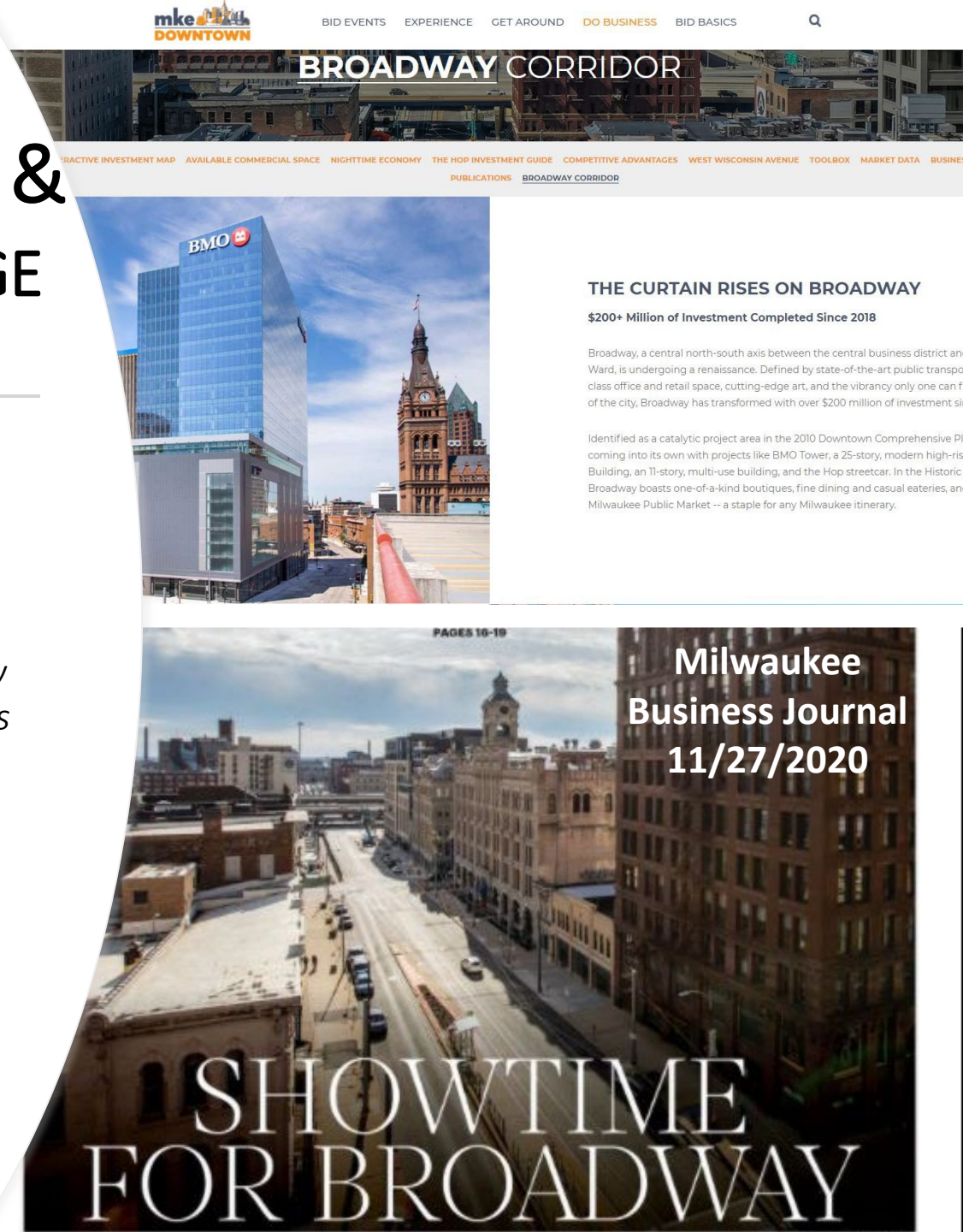


BROADWAY CORRIDOR & BRIGHTEN THE PASSAGE WEBSITE & MEDIA

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BROADWAY CORRIDOR

INTERACTIVE INVESTMENT MAP AVAILABLE COMMERCIAL SPACE NIGHTTIME ECONOMY THE HOP INVESTMENT GUIDE COMPETITIVE ADVANTAGES WEST WISCONSIN AVENUE TOOLBOX MARKET DATA BUSINESS PUBLICATIONS BROADWAY CORRIDOR

THE CURTAIN RISES ON BROADWAY

\$200+ Million of Investment Completed Since 2018

Broadway, a central north-south axis between the central business district and the historic downtown, is undergoing a renaissance. Defined by state-of-the-art public transportation, modern high-rise office and retail space, cutting-edge art, and the vibrancy only one can find in the heart of the city, Broadway has transformed with over \$200 million of investment since 2010.

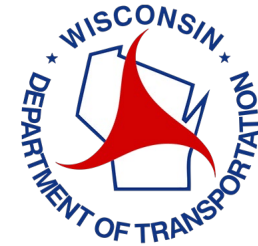
Identified as a catalytic project area in the 2010 Downtown Comprehensive Plan, Broadway is coming into its own with projects like BMO Tower, a 25-story, modern high-rise office building, an 11-story, multi-use building, and the Hop streetcar. In the Historic Broadway district, one-of-a-kind boutiques, fine dining and casual eateries, and the Milwaukee Public Market -- a staple for any Milwaukee itinerary.

PAGES 10-19

**Milwaukee
Business Journal
11/27/2020**

SHOWTIME FOR BROADWAY

THANK YOU
TOO ALL
PROJECT
PARTNERS,
ARTISTS,
CONTRACTORS,
AND
SUPPORTERS



MainStage

