

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

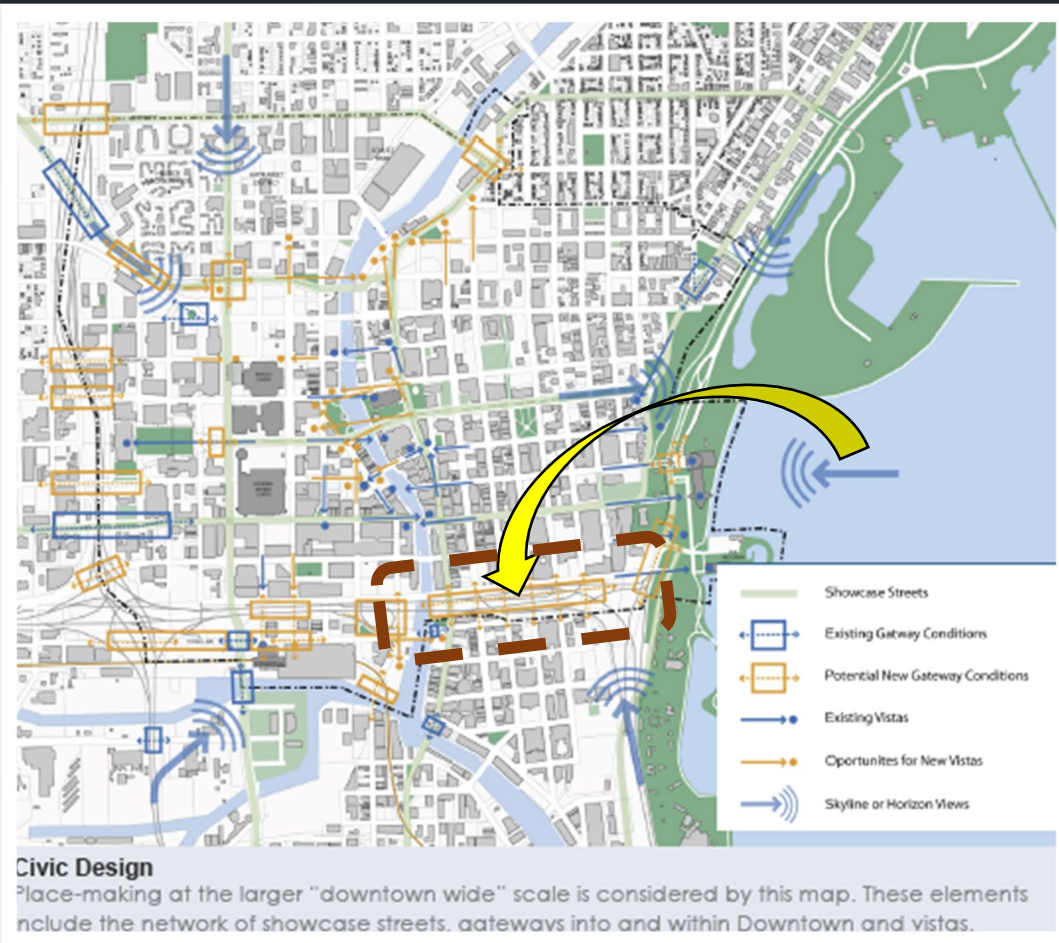
Project Summary Video [link here!](#)

**FROM MASTER PLAN
RECOMMENDATION TO DESIGN
COMPETITION TO IMPLEMENTATION
TO AWARD WINNING PROJECT**



2010 DOWNTOWN MASTER PLAN RECOMMENDATIONS

NEW KEY GATEWAY LINKAGES



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

Public Market

N Water St.

N Milwaukee St.

E Michigan St.

E Clybourn St.

E St. Paul Ave

North

DETROIT, MICHIGAN

- 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

Source: 2010 Downtown Master Plan

2010 DOWNTOWN MASTER PLAN RECOMMENDATIONS

HOP STREETCAR & RECENT DEVELOPMENTS



The Hop streetcar system was a focus in the 2010 Downtown Master Plan for its benefits as a transportation mode that connects neighborhoods and promotes development along the route. Broadway is one of the system's main corridors. Since the start of service, several development projects have been complete.



The Huron Building



Hilton Garden Inn

SAMPLE OF RECENT DEVELOPMENT PROJECTS IN THE CORRIDOR



The Mackie Building



Milwaukee Public Market & The Hop



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.

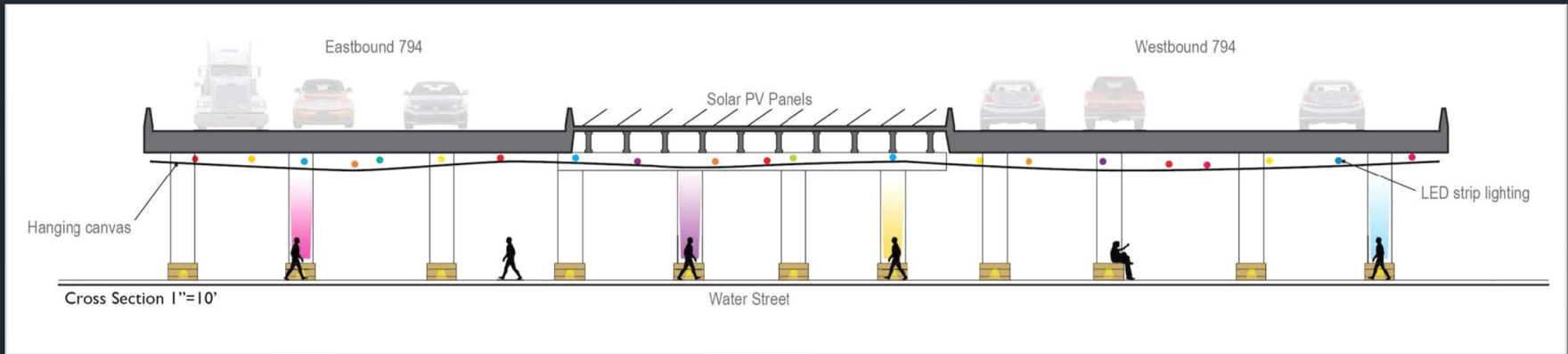
GOAL 2 - Improve Upfront Transparency of Business Licensing and Compliance Requirements.

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

FUTURE GOAL - Winterize Hospitality Zones.

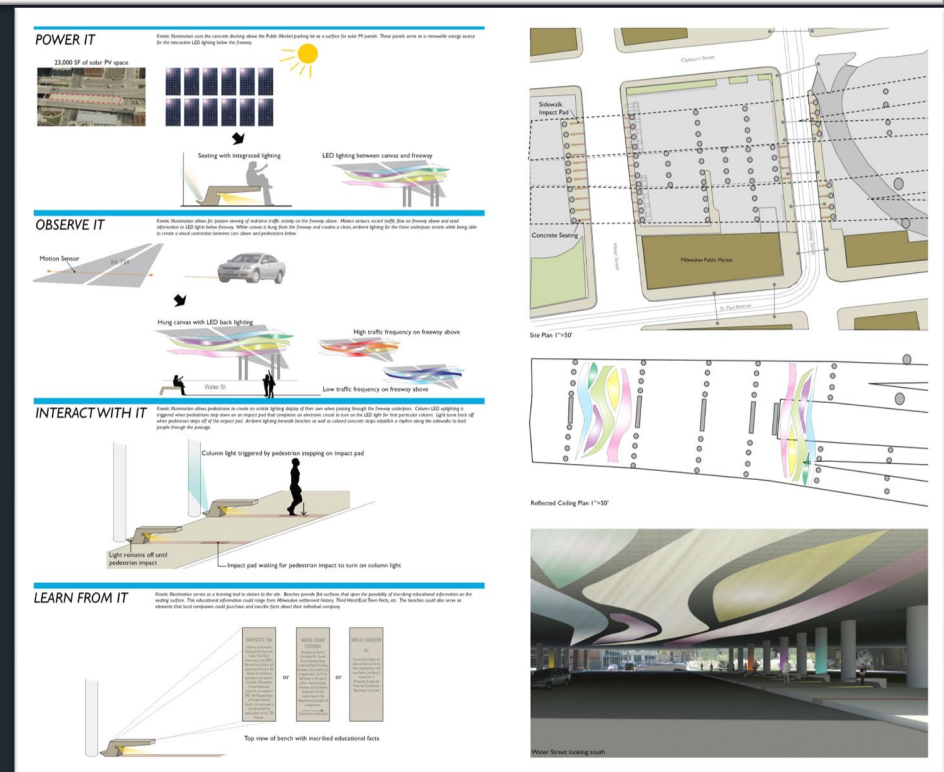
BRIGHTEN THE PASSAGE DESIGN COMPETITION

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

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BEFORE THE
I-794 RECONSTRUCTION (2013)



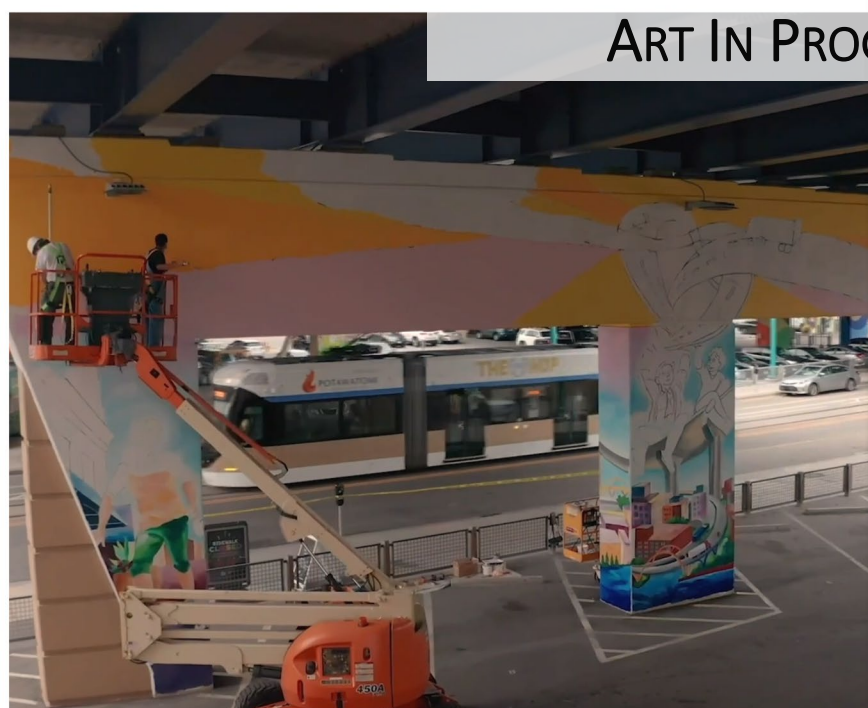


AFTER THE
I-794 RECONSTRUCTION (2016)





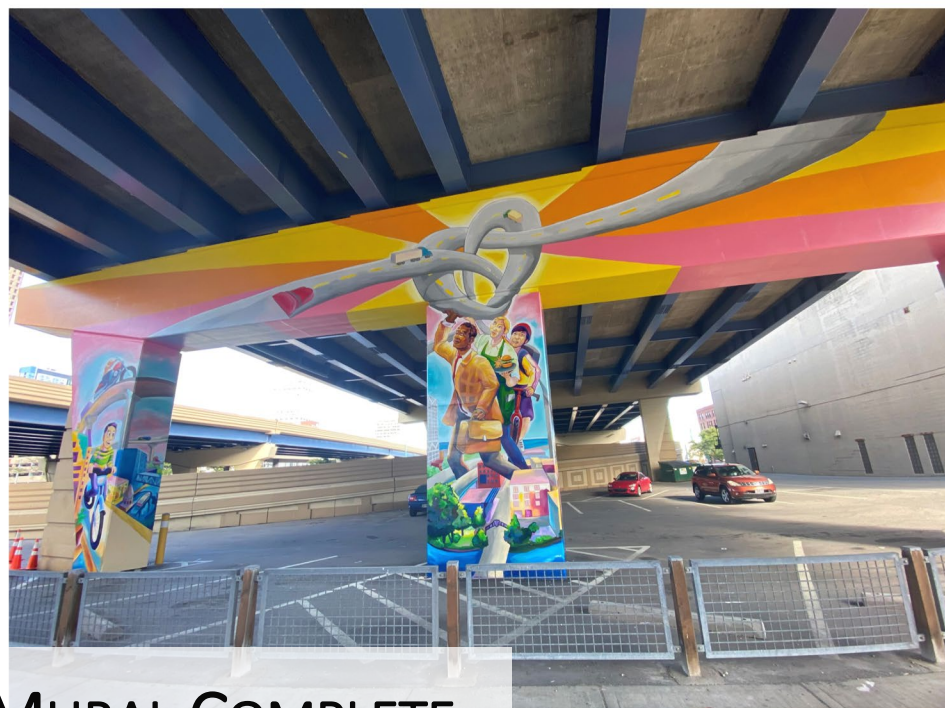
BRIGHTEN THE PASSAGE PHASE 1: MURAL
ART IN PROGRESS | FALL 2020



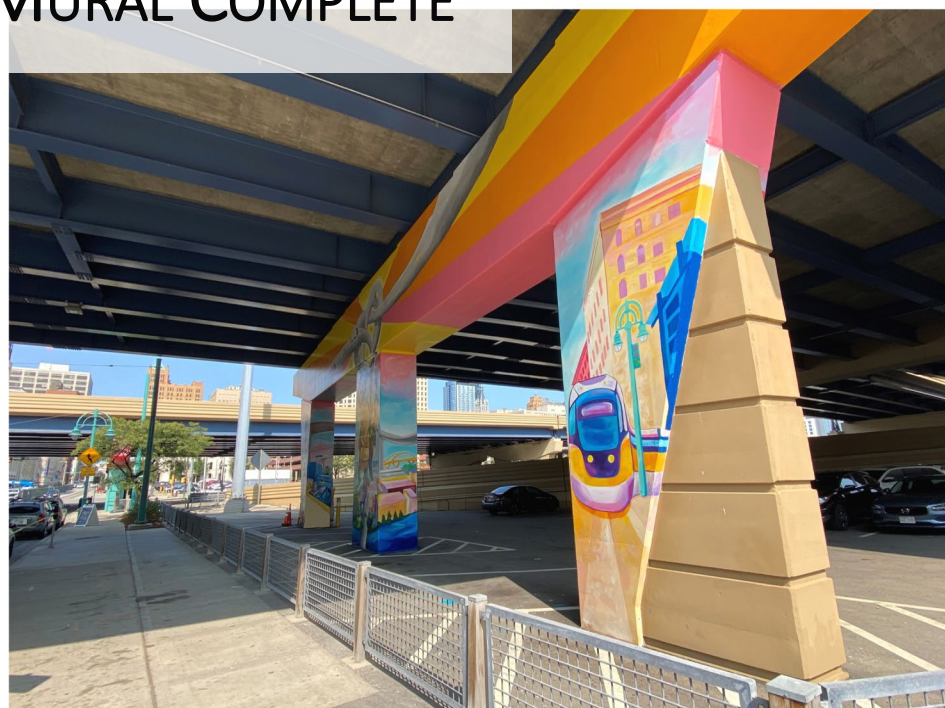


DAVID WATKINS MURAL COMPLETE





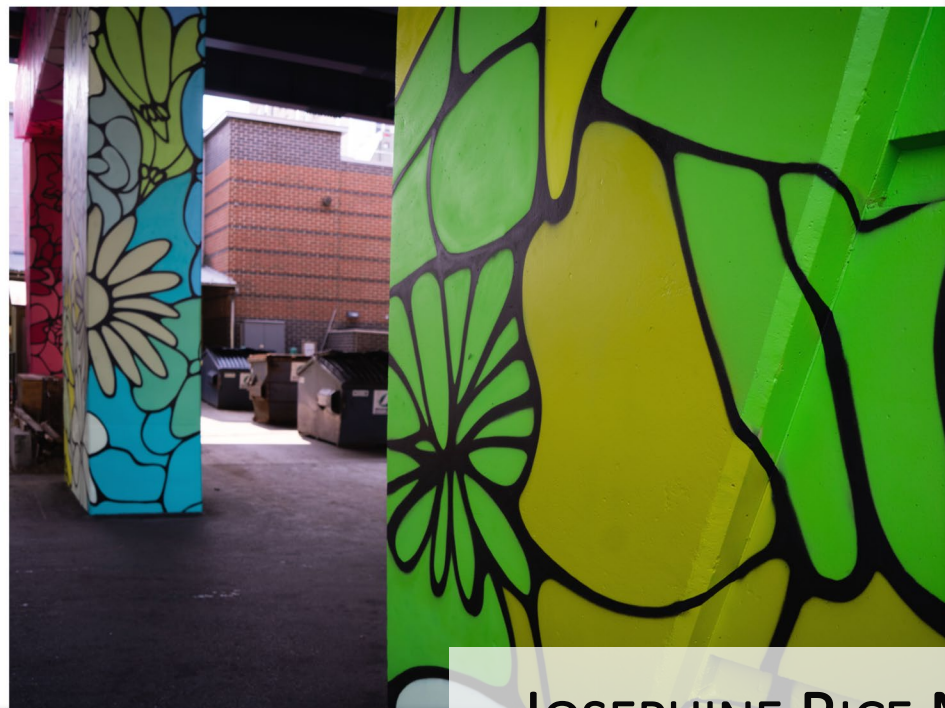
TIA RICHARDSON MURAL COMPLETE





ALEX COUTO MURAL COMPLETE





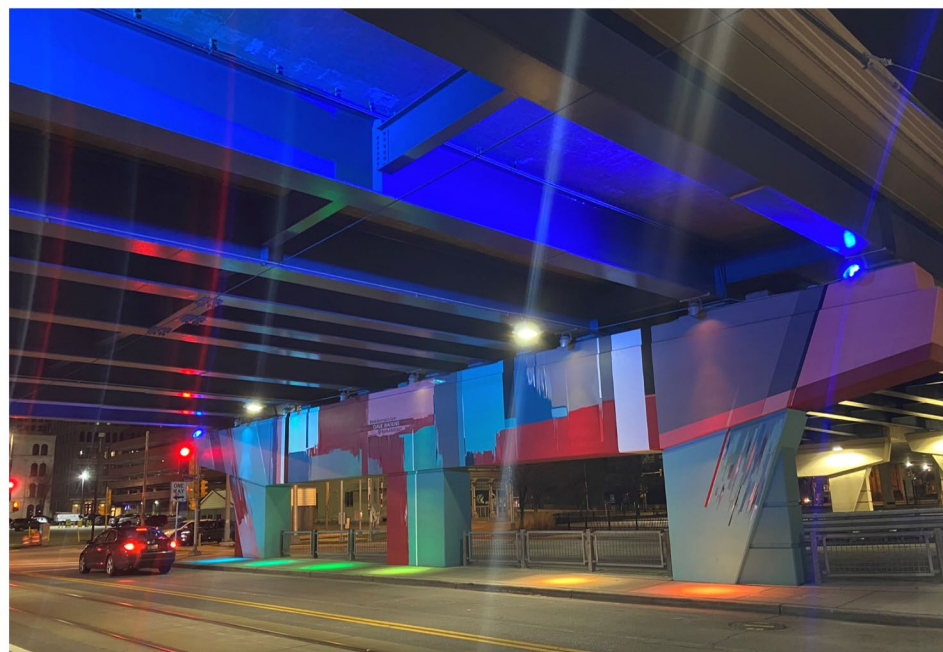
JOSEPHINE RICE MURAL COMPLETE



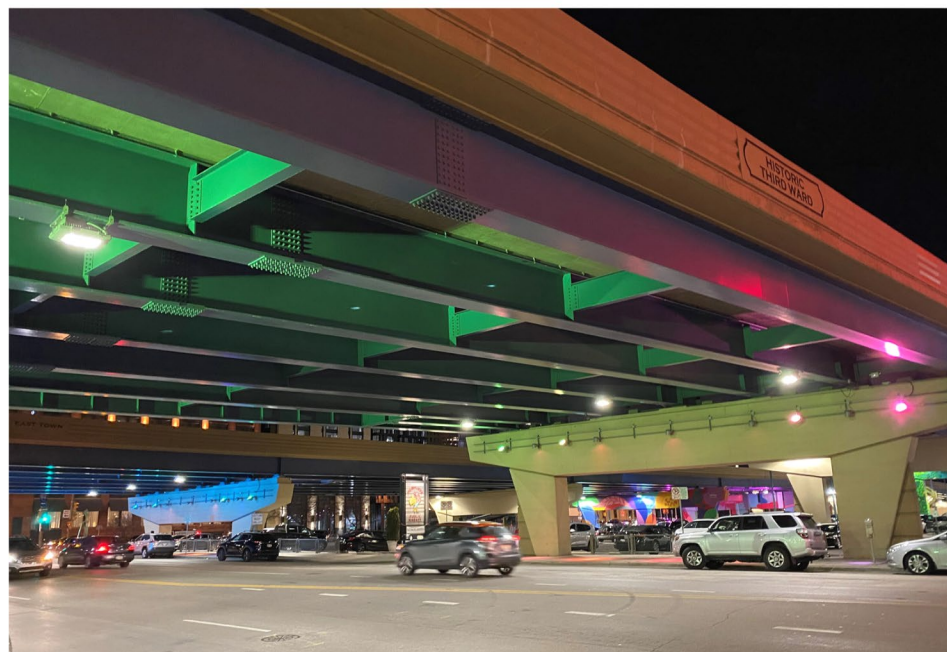


BRIGHTEN THE PASSAGE PHASE 2: LIGHTING
INSTALLATION IN PROGRESS | FALL 2020



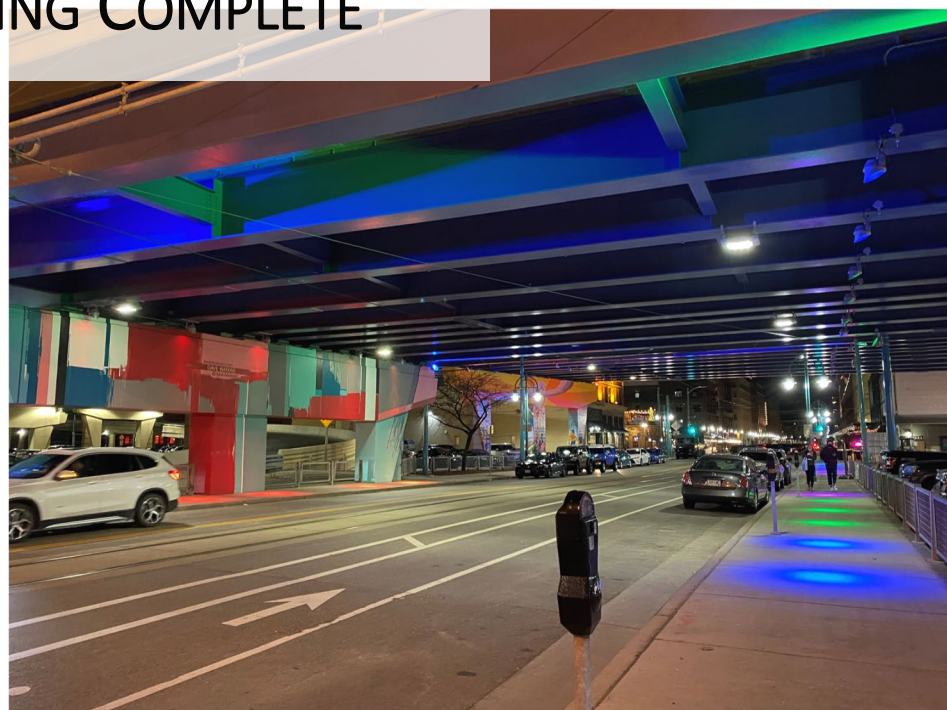


Broadway



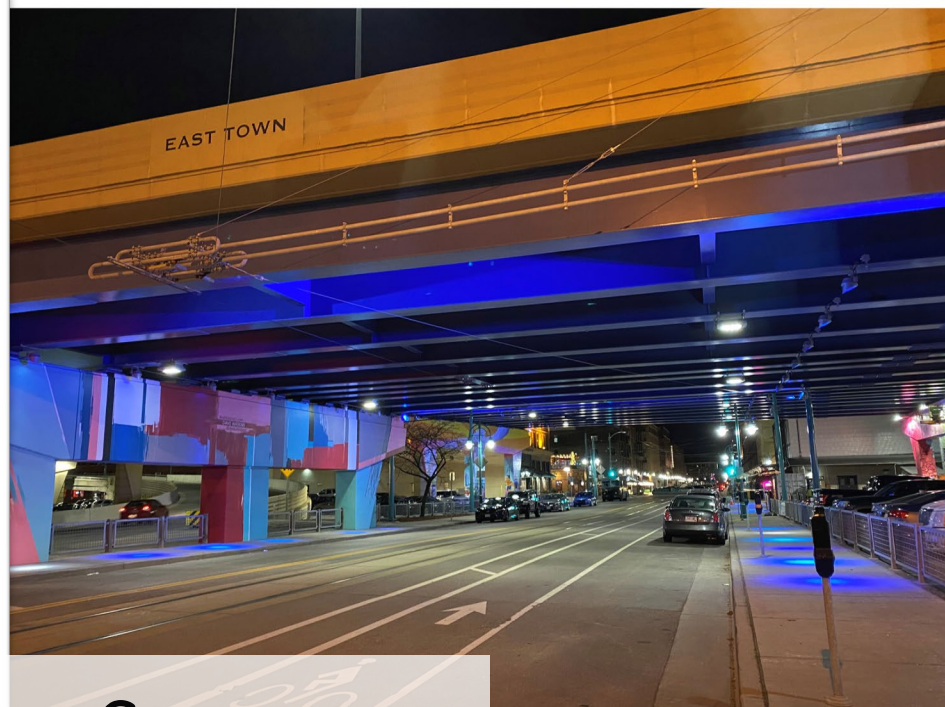
Water Street

DYNAMIC LIGHTING COMPLETE

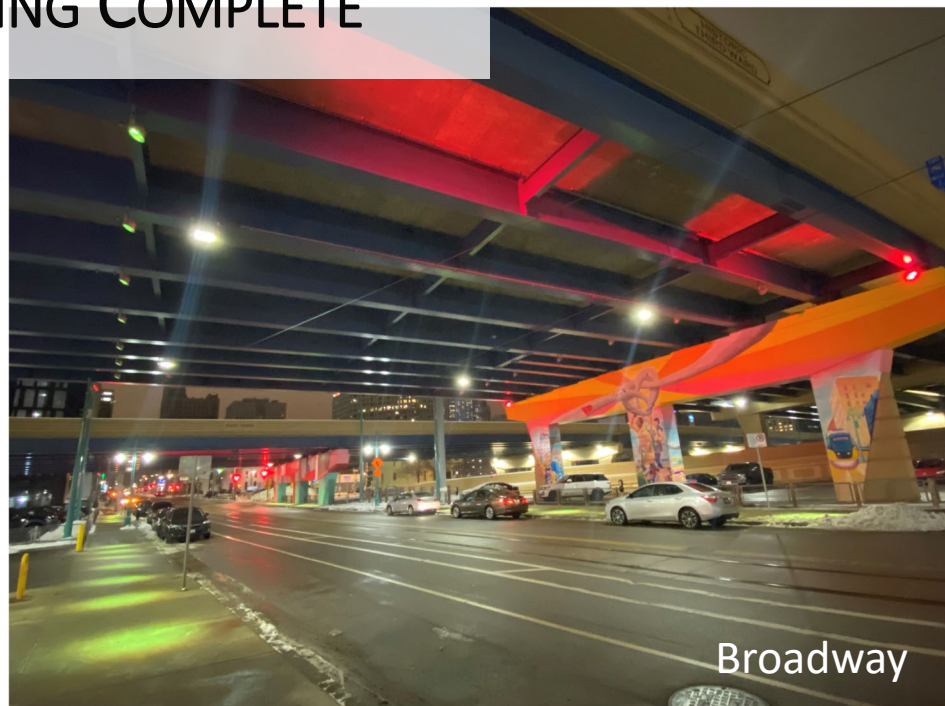




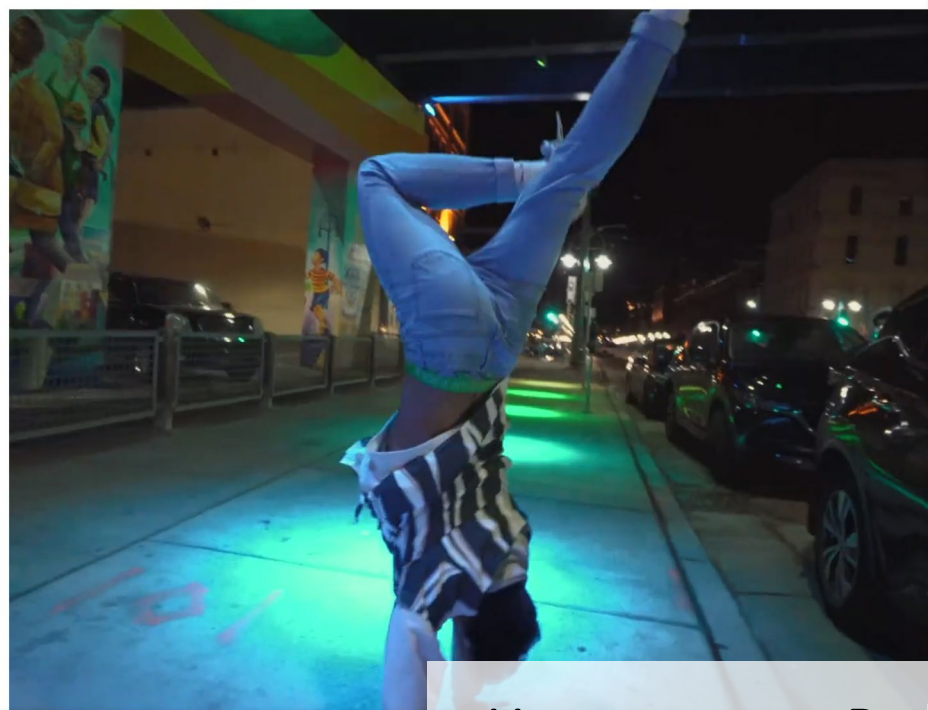
Water Street



DYNAMIC LIGHTING COMPLETE



Broadway



HOW WILL YOU BRIGHTEN THE PASSAGE?





BRIGHTEN THE
PASSAGE &
BROADWAY
CORRIDOR

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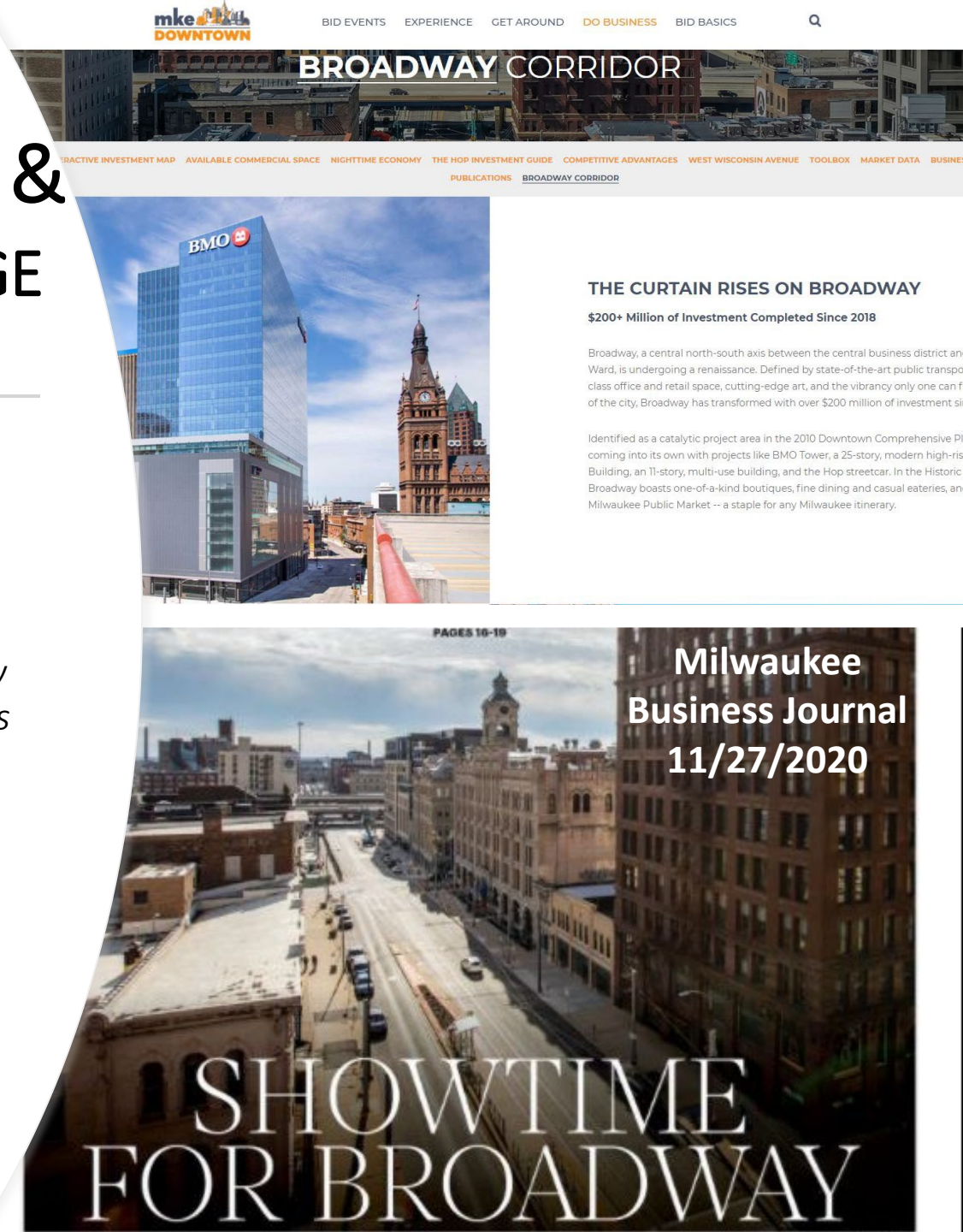
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BROADWAY CORRIDOR & BRIGHTEN THE PASSAGE WEBSITE & MEDIA

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INTERNATIONAL DOWNTOWN ASSOCIATION 2021 AWARD WINNER

The International Downtown Association (IDA) recognized Brighten the Passage with the Downtown Achievement Award of Excellence in the Planning, Design, and Infrastructure category

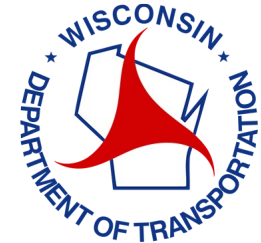
"Milwaukee Downtown and its partners have demonstrated skillful application of urban place management principles with its 'Brighten the Passage' initiative," said David Downey, IDA President and CEO. "Brighten the Passage' should serve as a framework to all member communities within IDA."

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#BrightenThePassage



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



MainStage

