

# RED ARROW PARK REDESIGN

WE'RE COLLECTIVELY REDESIGNING ONE OF DOWNTOWN MILWAUKEE'S MOST ICONIC SPACES — AND YOUR VOICE IS AT THE HEART OF IT.

Red Arrow Park, one of Downtown's centrally located and most important parks, was identified as a priority project in the recently adopted **Connec+ing MKE: Downtown Plan 2040**. During the Plan update process, public input led to the following goal statement: *Invest in the public realm by improving streets, parks and other public spaces in ways that encourage a more vibrant, inclusive and resilient Milwaukee.*

Milwaukee Downtown, BID #21, with its project partners, the City of Milwaukee and Milwaukee County, are collectively stewarding a redesign project led by both local and national design experts.

The redesign process will focus on robust community engagement to steer the creation of several concepts that will be refined through further public input.

It is expected that a preferred design alternative will emerge, culminating with plans sufficient to seek conceptual cost bidding to determine future fundraising needs and sources for construction.



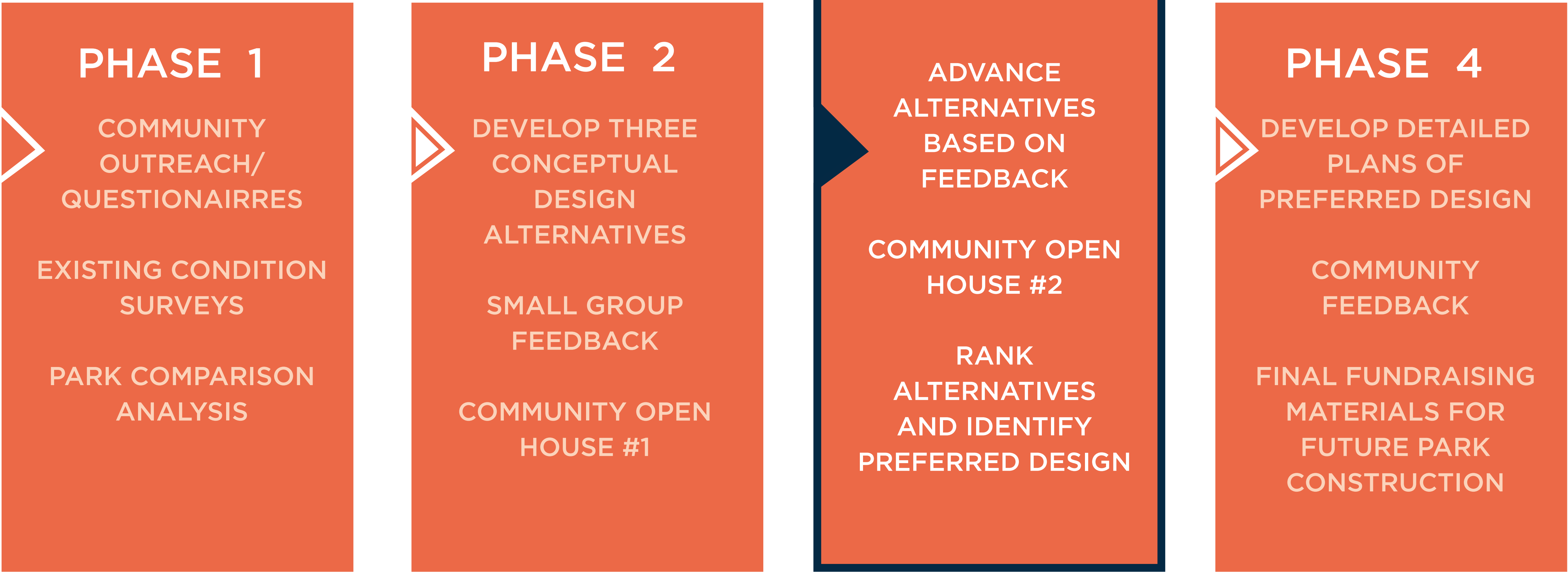
WE ARE HERE

## PROJECT SCHEDULE

This four-phase design process places strong emphasis on community engagement. Your ideas will shape several design concepts, which will continue to evolve with ongoing public feedback.

At the project's completion, we'll identify a preferred design and a conceptual cost estimate to support future fundraising and eventual construction.

We hope you'll stay connected and continue to share your voice at each step of the journey!



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## GOALS OF THE REDESIGN

MAKE THE PARK A MORE ENJOYABLE AND INVITING PART OF EVERYDAY LIFE.

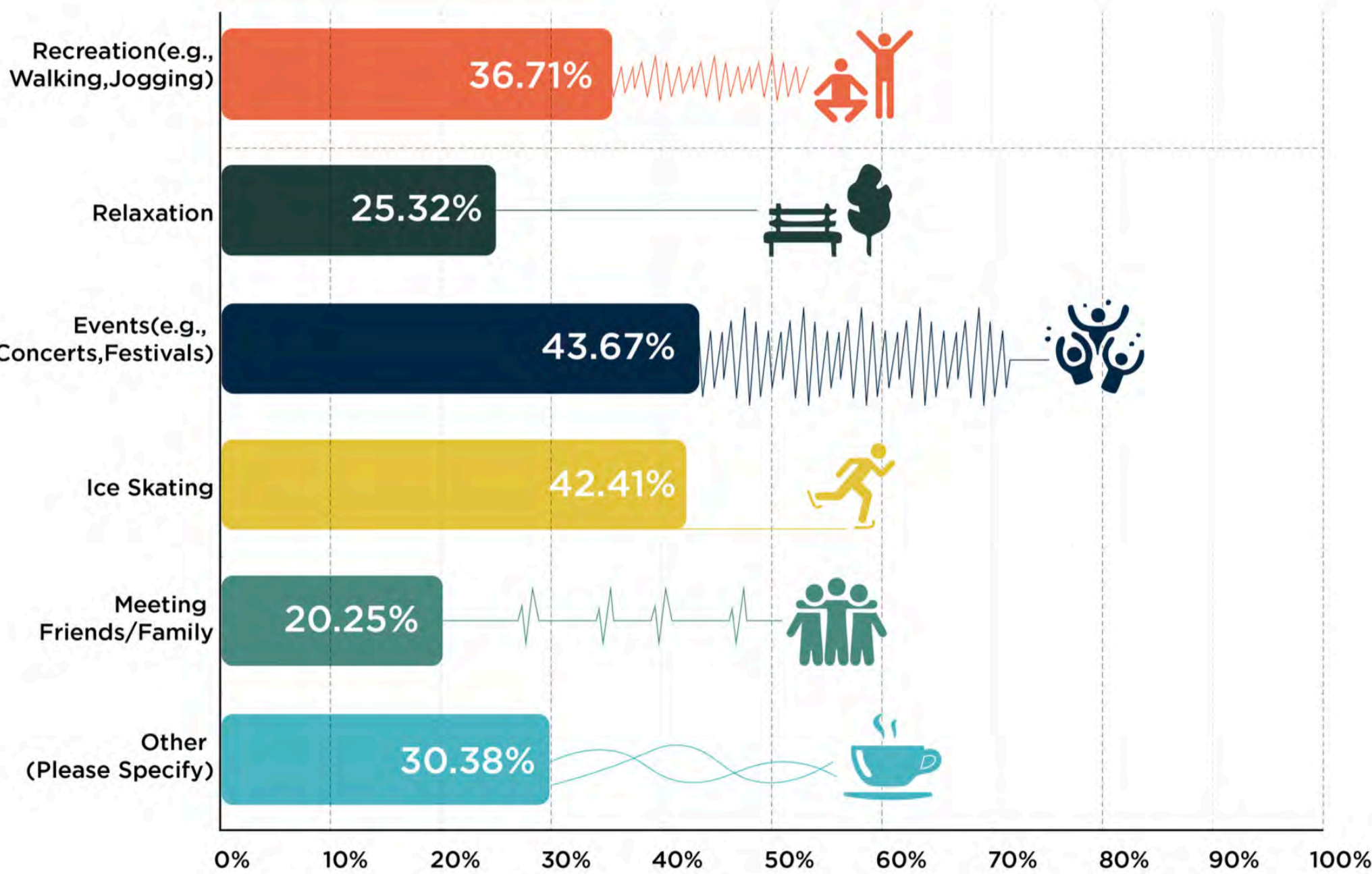
ENSURE EVERYONE IN THE COMMUNITY FEELS INCLUDED AND SUPPORTED.

CREATE A PLACE WHERE ALL VISITORS FEEL COMFORTABLE, WELCOMED, AND ENCOURAGED TO SPEND TIME.

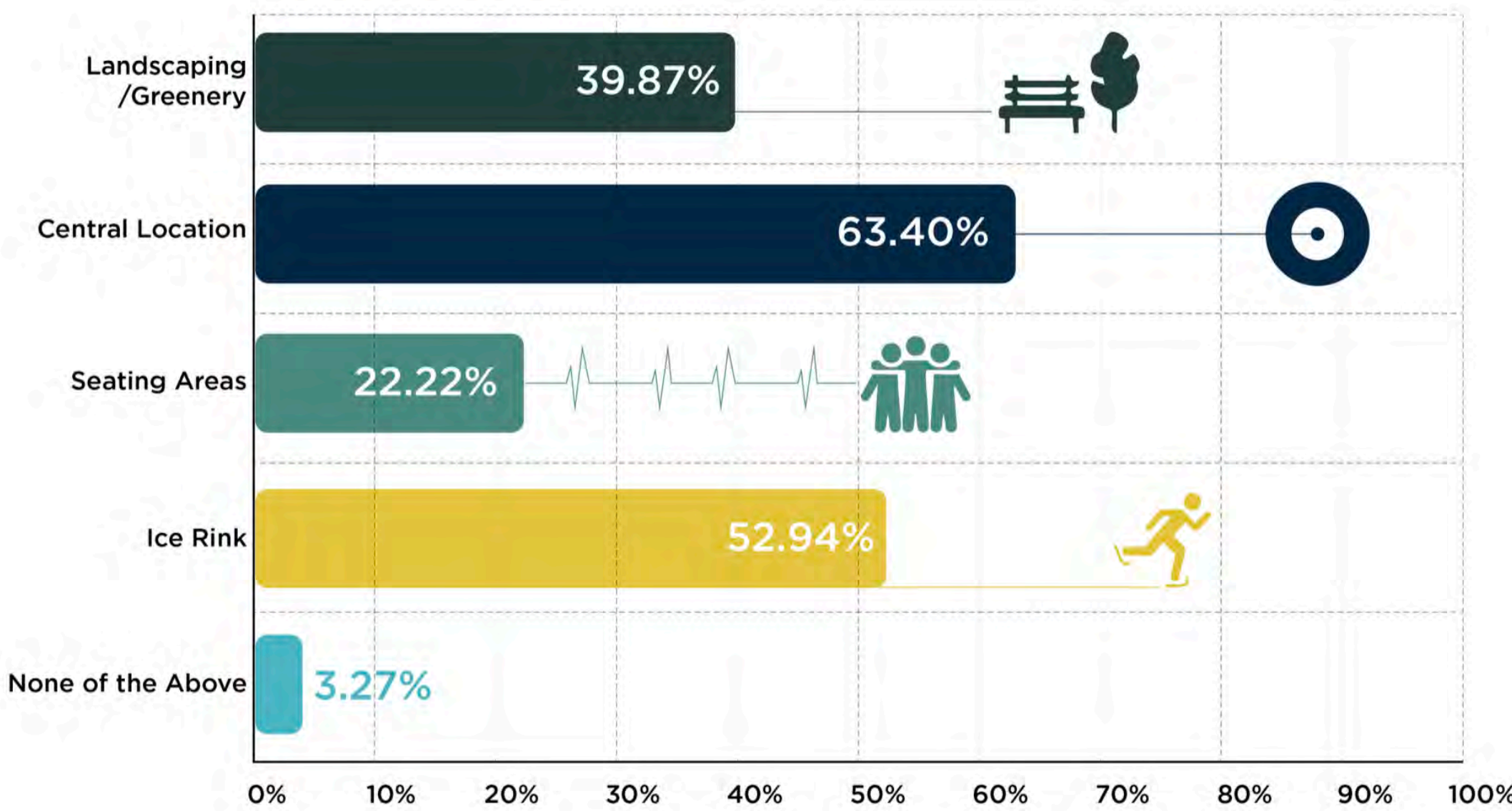
## GUIDING DESIGN PRINCIPALS

- Provide flexible space that creates a year-round destination
- Honor and further highlight the Dontre Hamilton and 32nd Red Arrow Division memorials
- Enhance connectivity within the park as well as the surrounding streets and businesses
- Embrace new commercial activities that further activate the park
- Enhance multi modal connections to the park
- Encourage community gathering

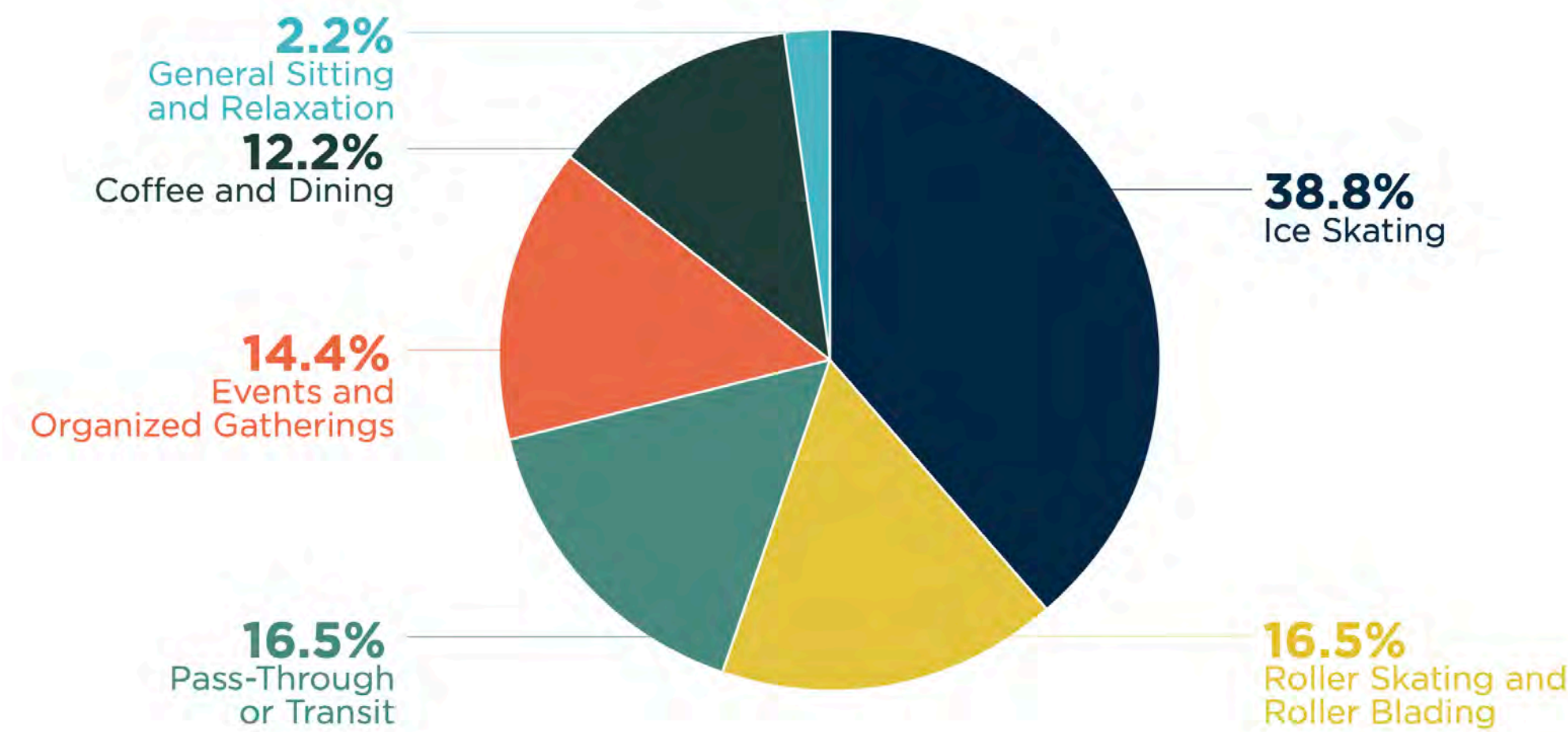
## WHAT ARE THE MAIN REASONS YOU VISIT RED ARROW PARK?



## WHAT IS YOUR FAVORITE THING ABOUT RED ARROW PARK?



## FROM YOUR PERSPECTIVE, HOW DO COMMUNITY MEMBERS USE THE PARK TODAY?



## PLACE STICKY DOTS FOR PREFERRED SPECIAL EVENTS ON THIS BOARD



**Dilworth Park,  
Philadelphia, PA | OLIN**



### Park Place Pop-Up Park Norfolk, VA



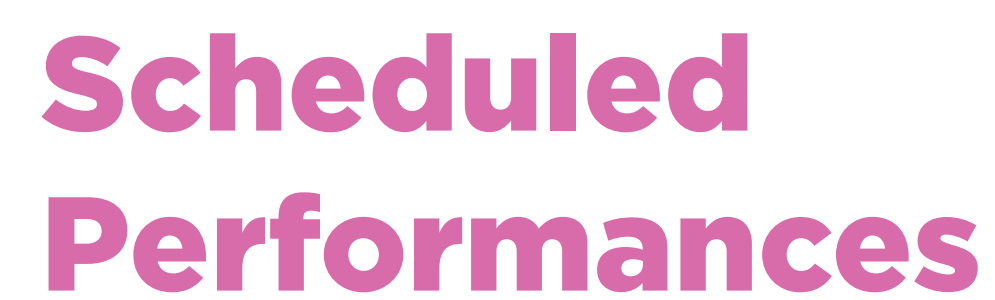
**Dilworth Park,  
Philadelphia, PA | OLIN**



## Other Special Events



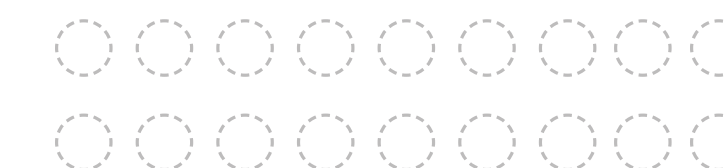
**Dilworth Park,  
Philadelphia, PA | OLIN**



**Akron Museum of Art**  
Akron, OH | OLIN



**Dilworth Park,  
Philadelphia, PA | OLIN**



## Other Special Events



## The Commons

### 1. Ability to have more events/markets

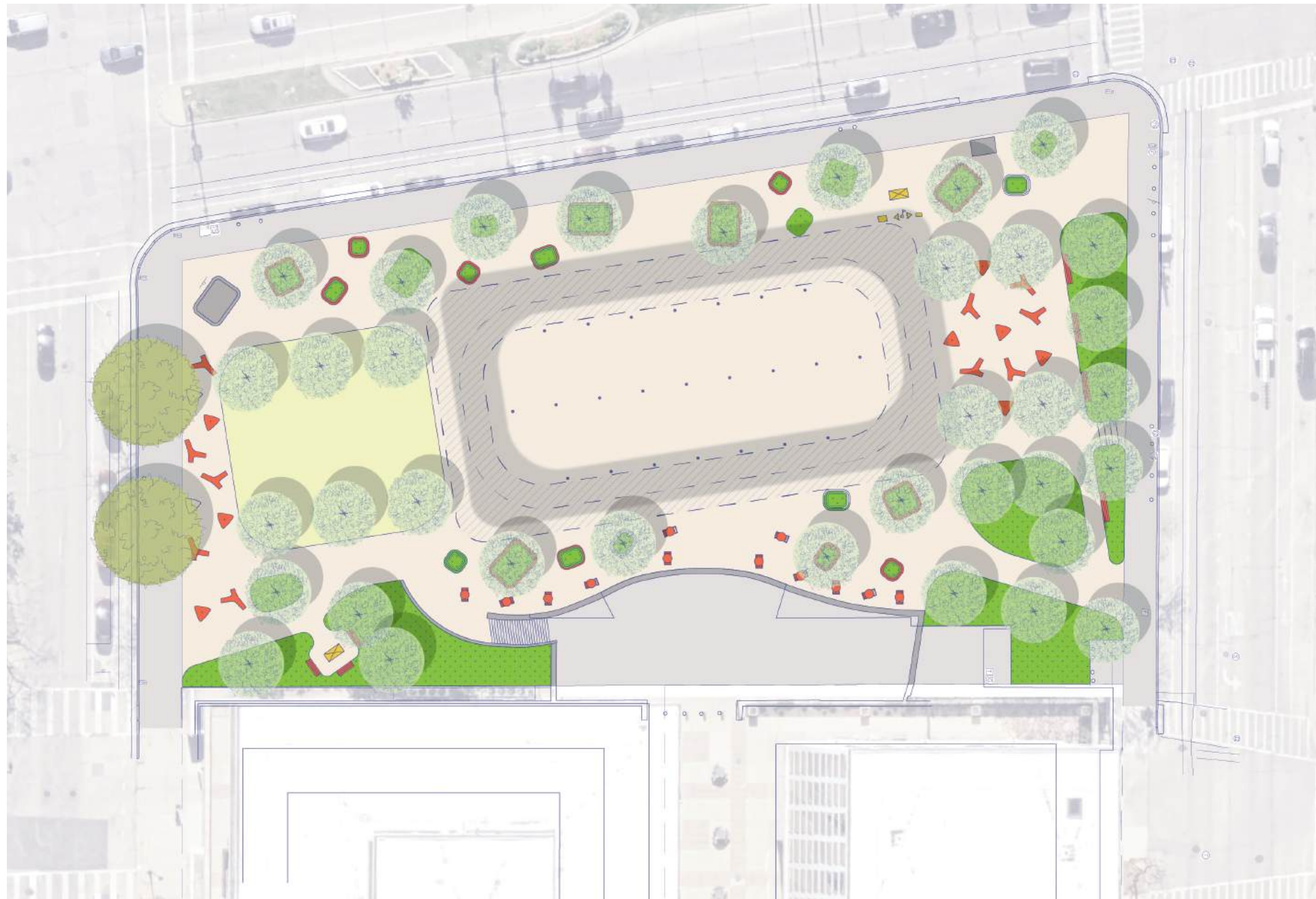
Respondents consistently noted that the increased paved plaza space would be ideal for hosting local makers’ markets, food trucks, and large public gatherings.

### 2. Concerns over loss of planting and lawn

A recurring theme was worry over the complete elimination of the traditional lawn area. Many users felt it might make the park feel too industrial or “too paved.”

### 3. Desire for more features and change

While liked for its familiarity, a consistent critique was that it felt a bit too safe or similar to the current park layout, with some asking for more ambitious public art or seating upgrades.



## The Courtyard

### 1. More balanced approach

This option was frequently described as the most balanced approach. Respondents liked that it preserved a substantial, contiguous lawn area while still adding modern elements.

### 2. More flexible rink configuration

Keeping the traditional layout for the skating rink/ plaza was highly favored by multi-season skaters.

### 3. Appreciation for water activation

The inclusion of seasonal water spray jets to keep the paved area active during hot summer months was widely viewed as a strong positive.



## The Garden

### 1. Strong support for native plantings

Users consistently praised nearly doubling the amount of enhanced planting space, flower beds, and additional trees, noting that it offered the best “urban oasis” feel.

### 2. Varied views on the skating ribbon

While many respondents appreciated the trail-like, meandering ice ribbon concept, there was consistent pushback from the local roller-skating and skateboarding communities.

### 3. Lack of flexible space

Several comments pointed out that eliminating the lawn in favor of dense gardens left too little open, flexible space for casual recreation or protests/ gatherings.



Programming

1. Ice Skating continues to be the #1 desired program.

Respondents consistently indicated their desire to keep ice skating as a key winter program.

2. Enhanced events and programming were top of mind.

A more frequent calendar of events would activate the park throughout the year more consistently.

3. Year-round activation of Red Arrow Park is one of the things people want to see most.

Respondents noted that the current programming schedule is more winter focused and that having more events throughout the year would be a positive for the park and the community.



Comfort

1. Adding nature and plantings is great!

Respondents resonated well with the additional plantings throughout the park.

2. Flexible seating and having a variety of gathering spaces really resonated with attendees.

Community members expressed a desire to increase the seating options from what is currently available at Red Arrow Park.



Stewardship

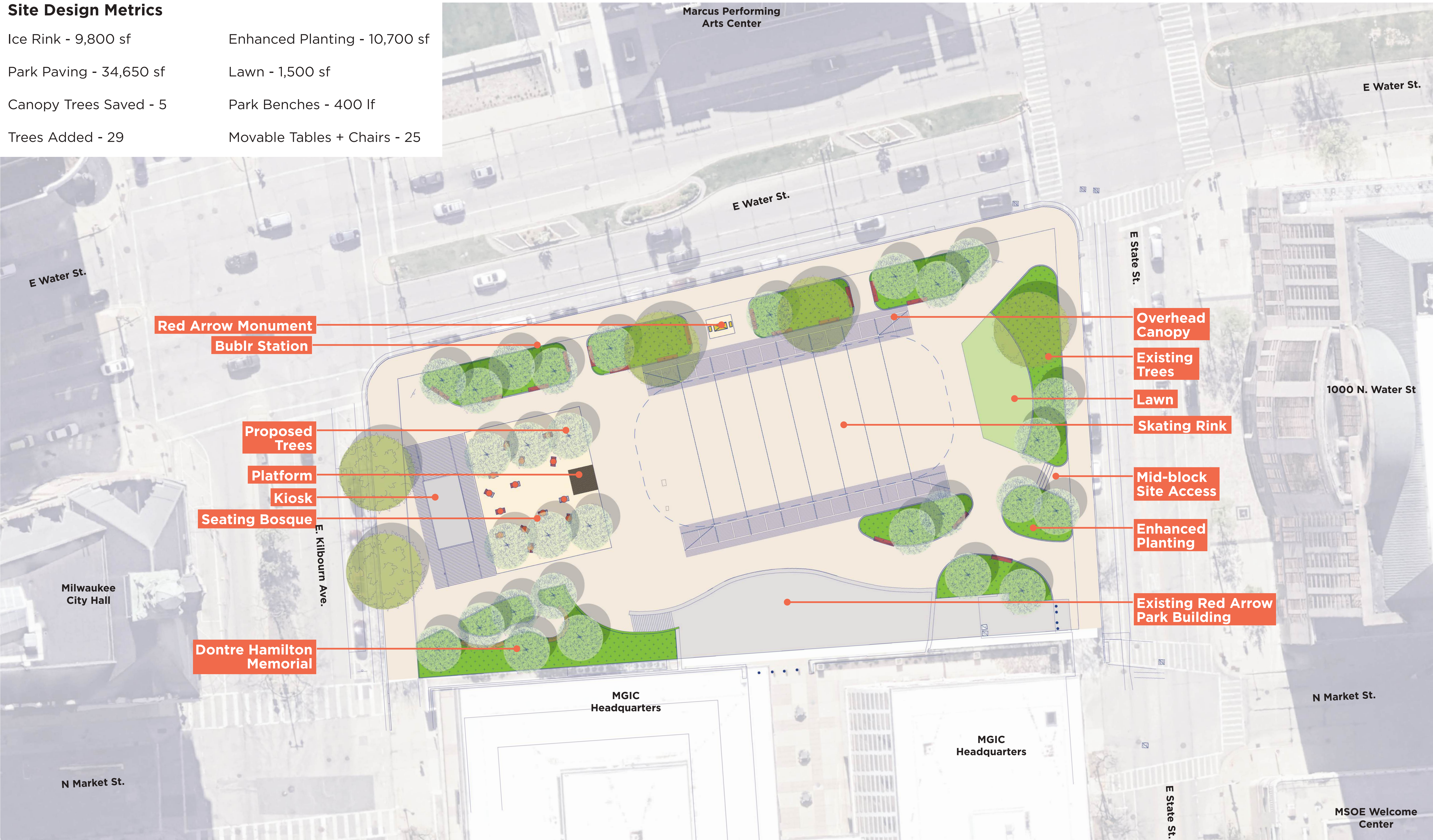
1. There needs to be an operations and maintenance plan for the park.

Respondents noted that long term operations and maintenance is necessary to ensure the new Red Arrow Park has longevity.

# THE COURTYARD

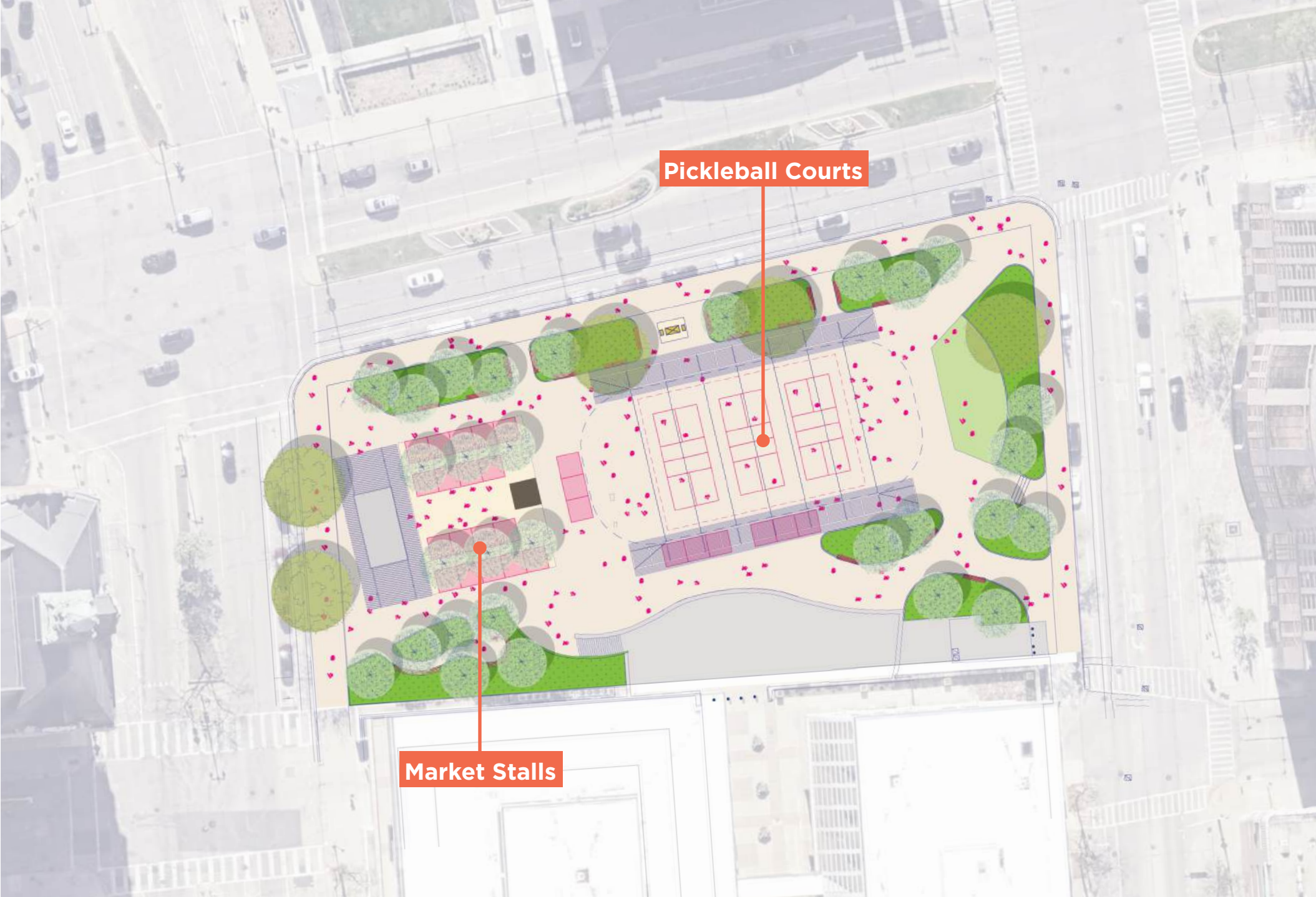
## Site Design Metrics

|                         |                               |
|-------------------------|-------------------------------|
| Ice Rink - 9,800 sf     | Enhanced Planting - 10,700 sf |
| Park Paving - 34,650 sf | Lawn - 1,500 sf               |
| Canopy Trees Saved - 5  | Park Benches - 400 lf         |
| Trees Added - 29        | Movable Tables + Chairs - 25  |



EXAMPLE PROGRAMMING EVENTS

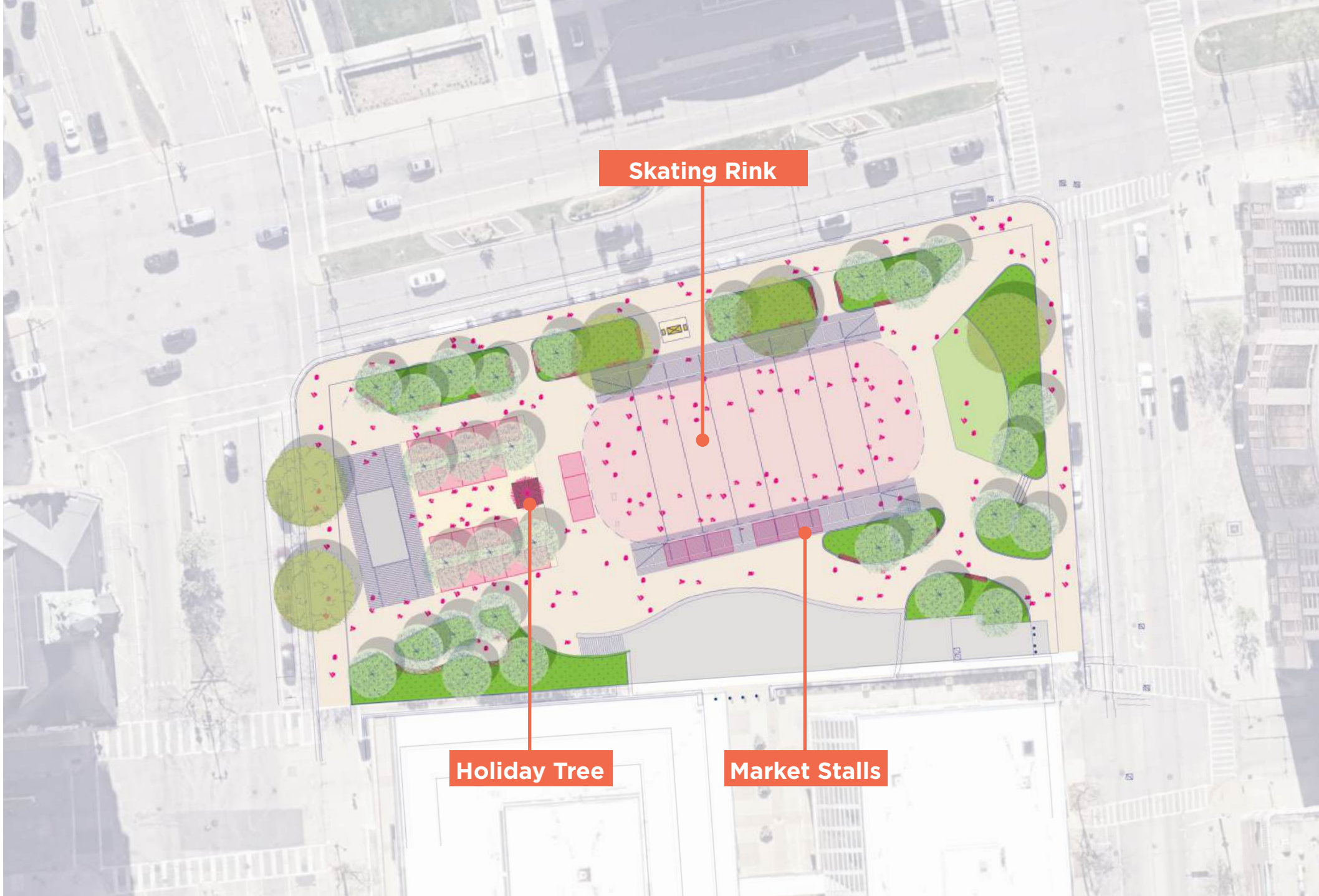
Spring/Summer Programming  
Pickleball Tournament



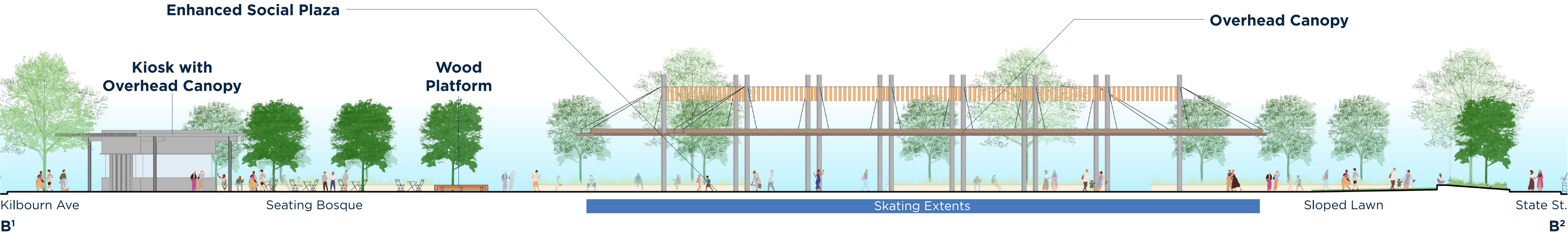
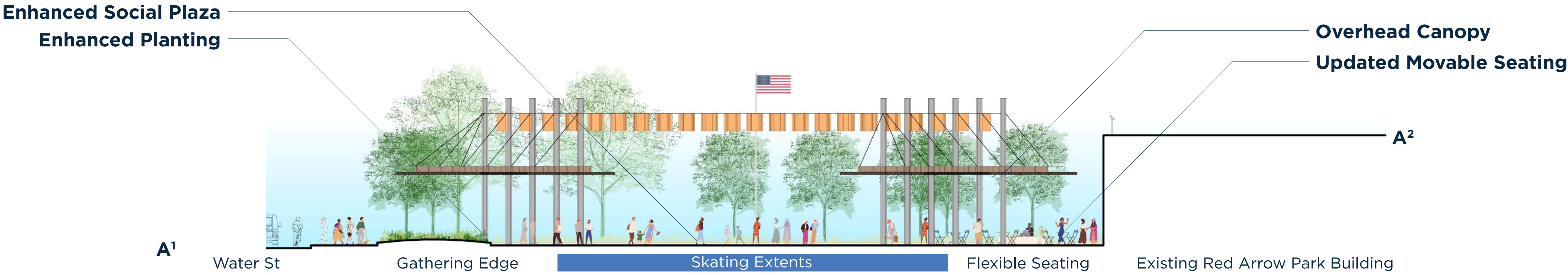
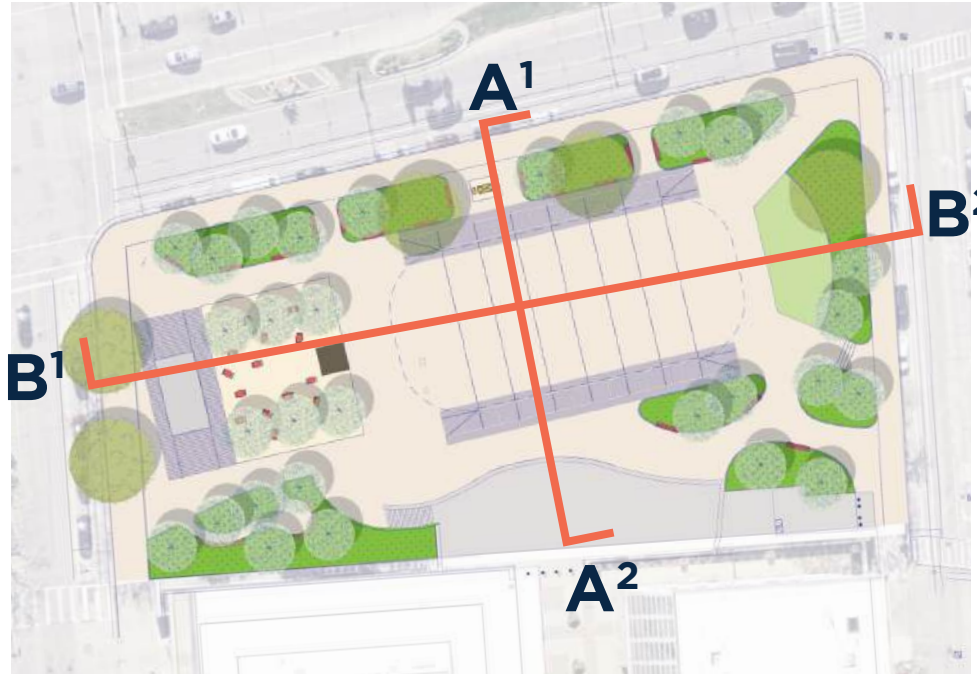
Spring/Summer Programming  
Summer Skate Bash and Concert Series



Winter Programming  
Winter Festival



# THE COURTYARD



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SITE OVERVIEW



NOTE: IMAGE POST PROCESSING DONE WITH THE ASSISTANCE OF AI TECHNOLOGIES.



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# THE COURTYARD

SITE VIEWS

## EVERYDAY

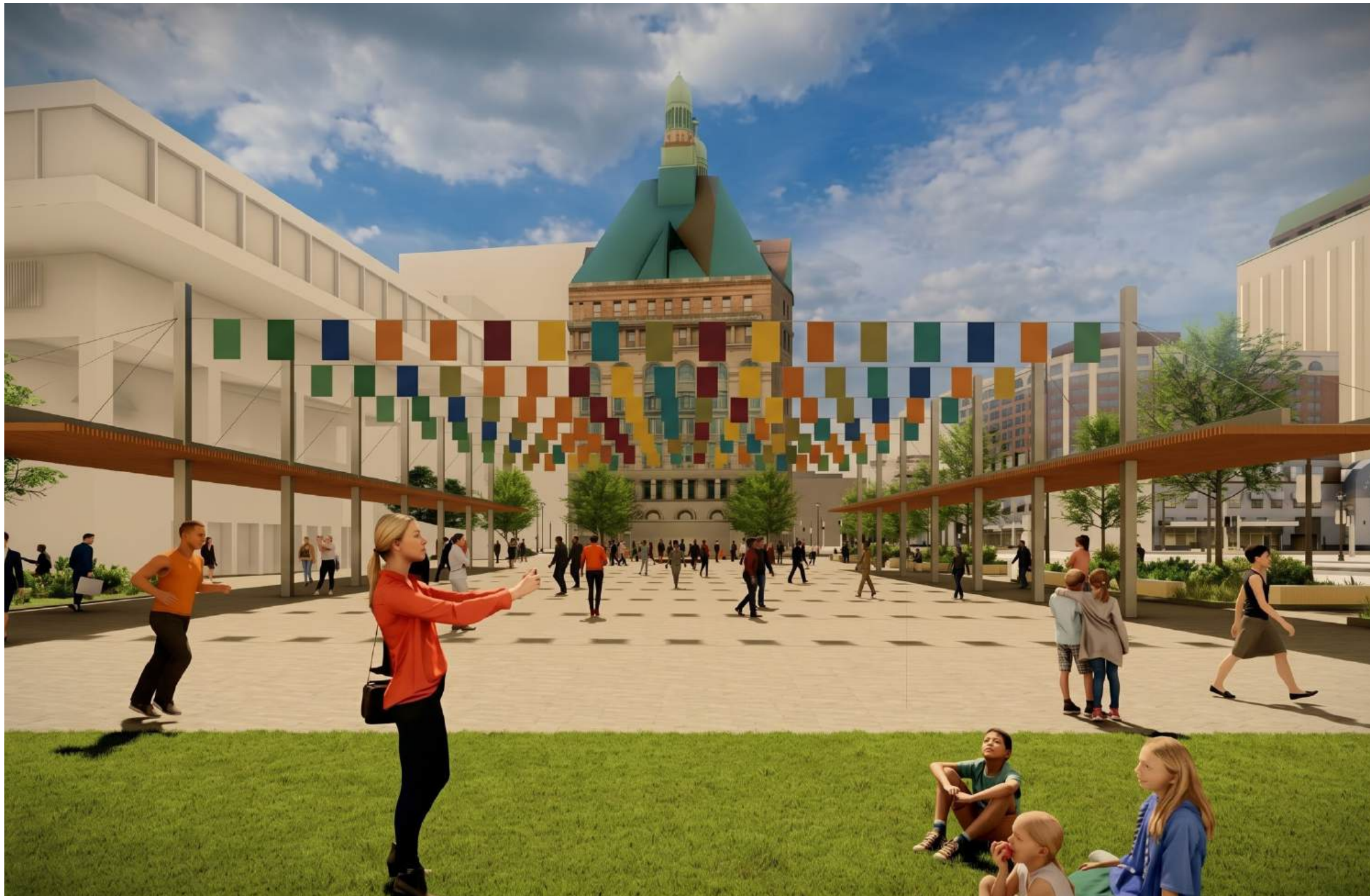
I. View looking back at City Hall and Park Kiosk



II. View looking SW through the Park



III. View from Lawn to City Hall



## ICE RINK SET-UP

I. View looking back at City Hall and Park Kiosk



II. View looking SW through the Park



III. View from Lawn to City Hall

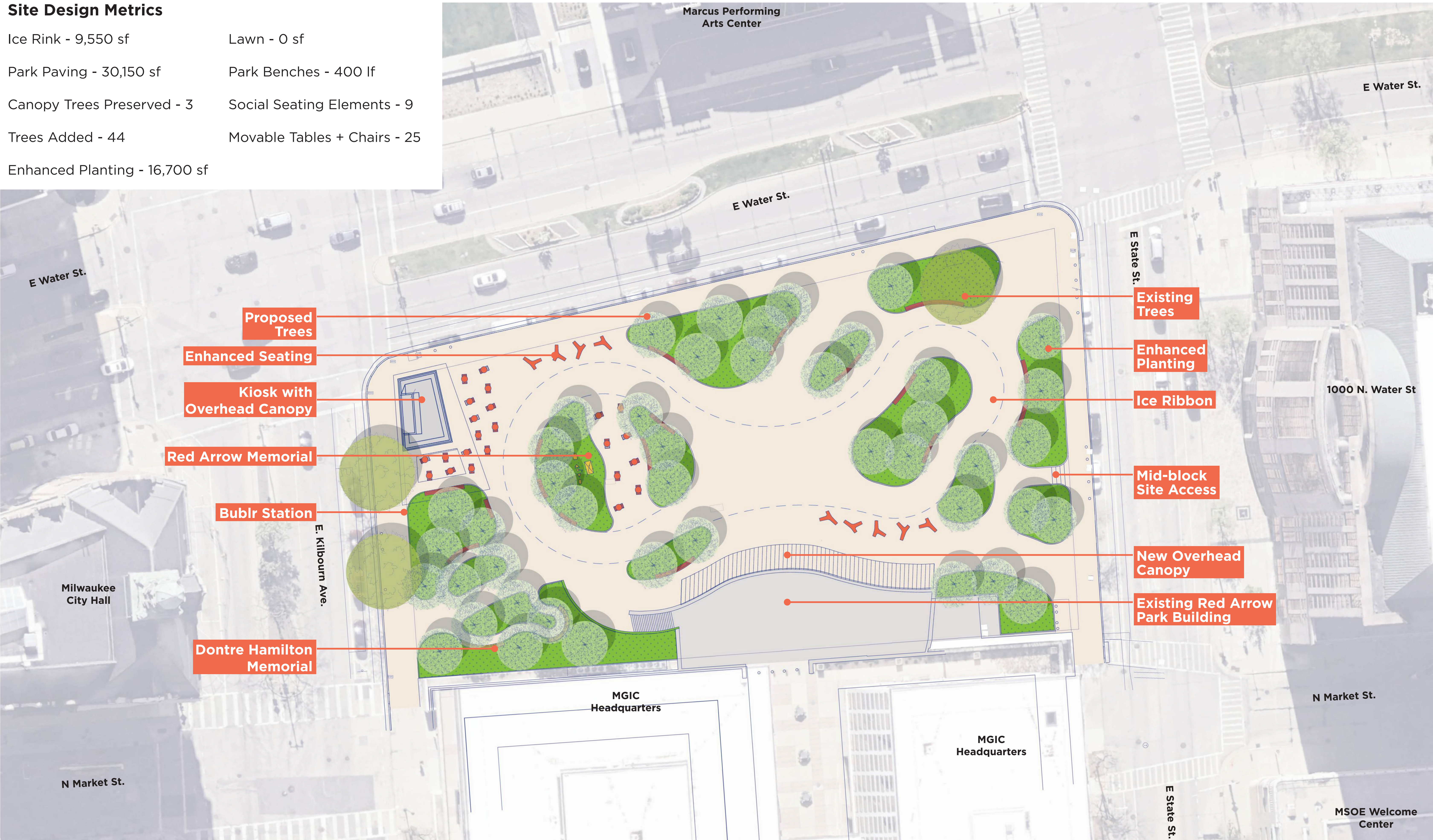


NOTE: IMAGE POST PROCESSING DONE WITH THE ASSISTANCE OF AI TECHNOLOGIES.

# THE GARDEN

## Site Design Metrics

|                               |                              |
|-------------------------------|------------------------------|
| Ice Rink - 9,550 sf           | Lawn - 0 sf                  |
| Park Paving - 30,150 sf       | Park Benches - 400 lf        |
| Canopy Trees Preserved - 3    | Social Seating Elements - 9  |
| Trees Added - 44              | Movable Tables + Chairs - 25 |
| Enhanced Planting - 16,700 sf |                              |



EXAMPLE PROGRAMMING EVENTS

Spring/Summer Programming  
Pickleball Tournament



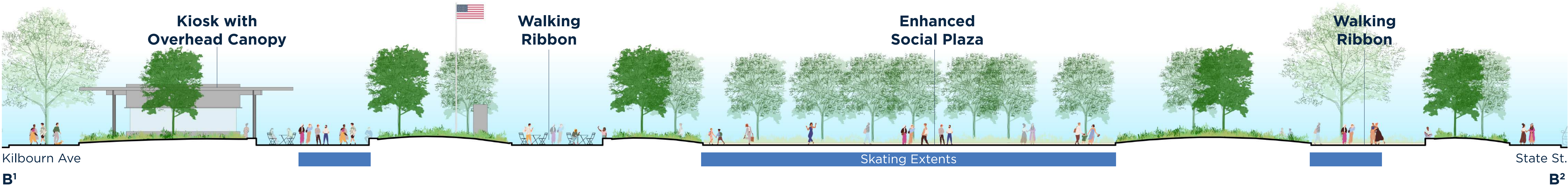
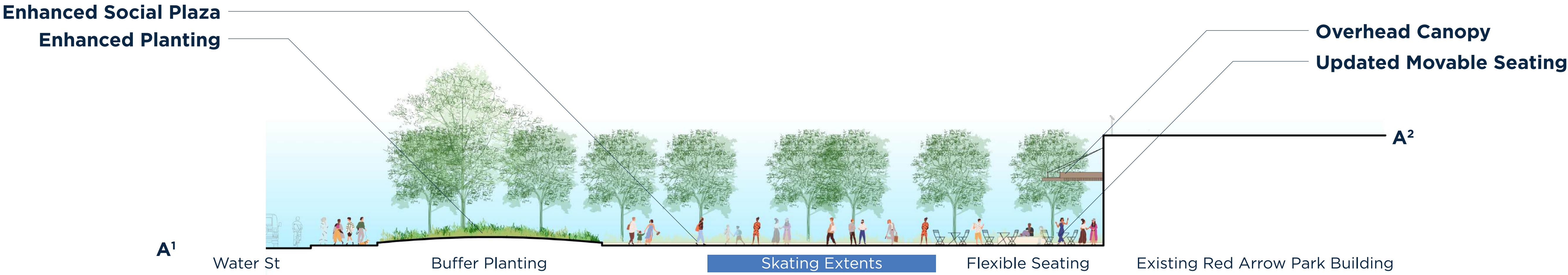
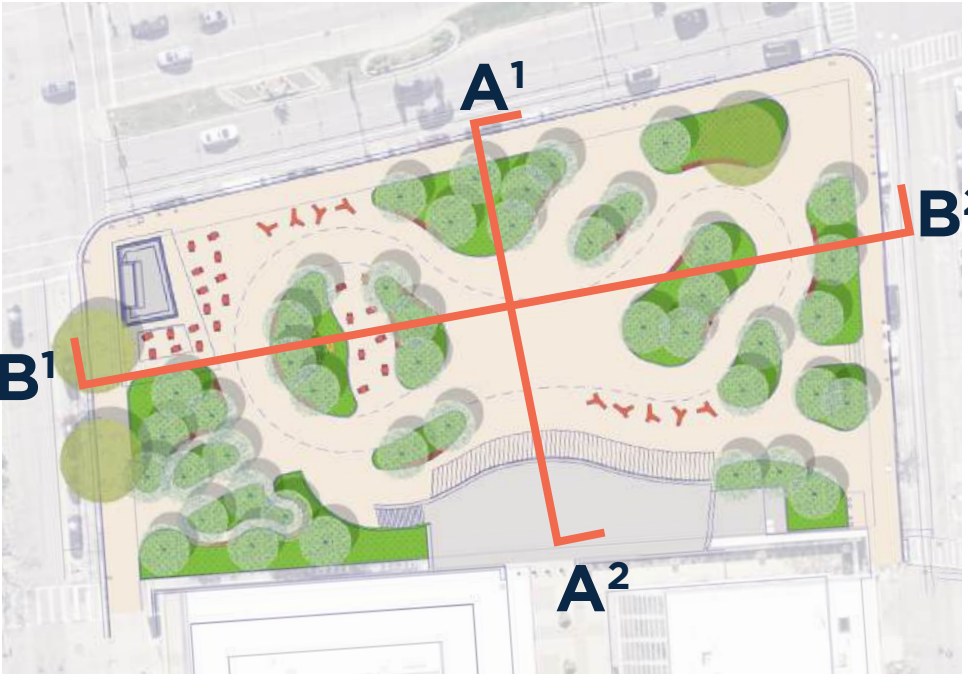
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Winter Festival



# THE GARDEN



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SITE OVERVIEW



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# THE GARDEN

SITE VIEWS

## EVERYDAY

I. View looking north through the park from the Kiosk



II. View looking SW through the Park



III. View from the Garden Path to City Hall

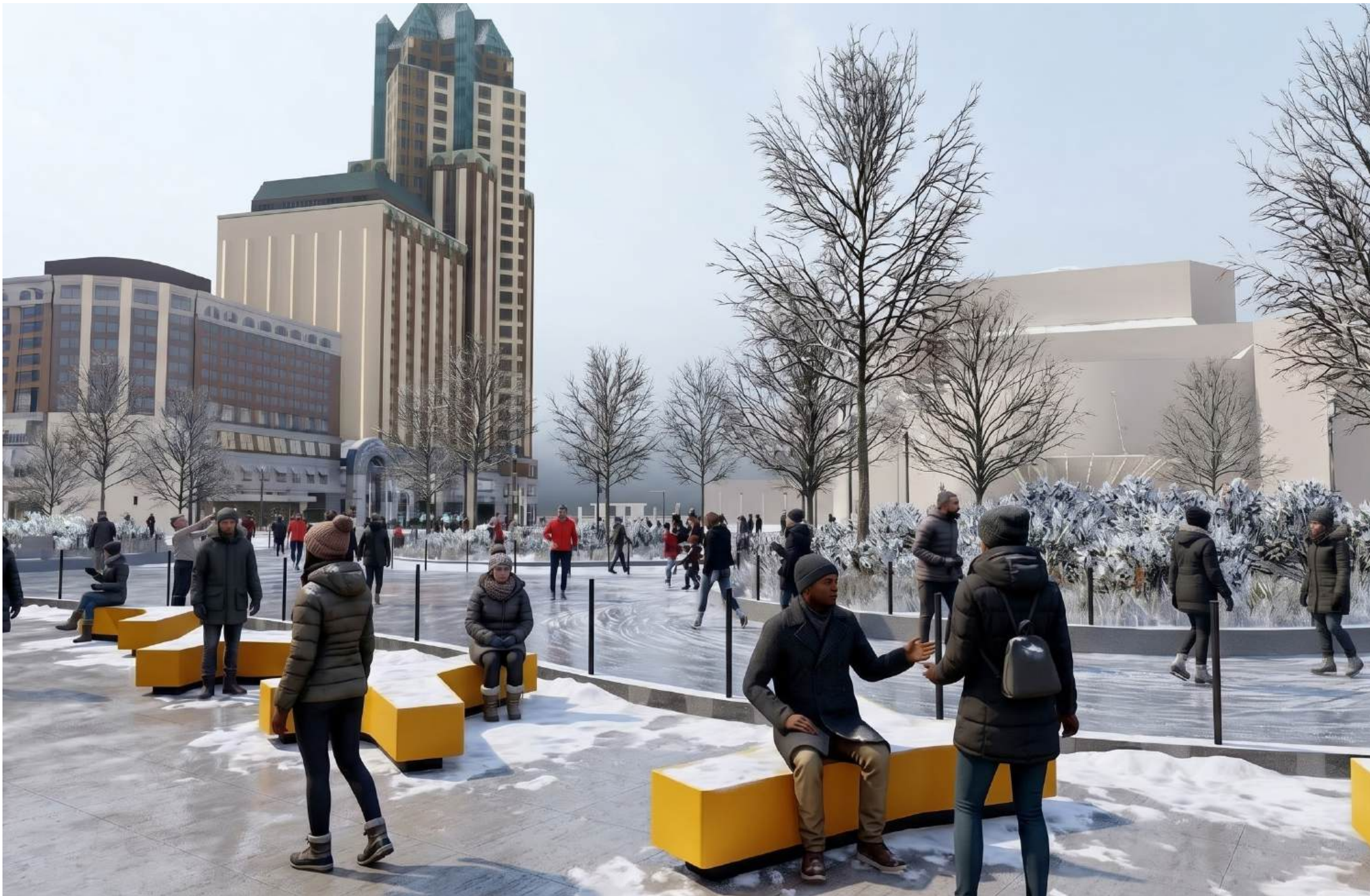


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