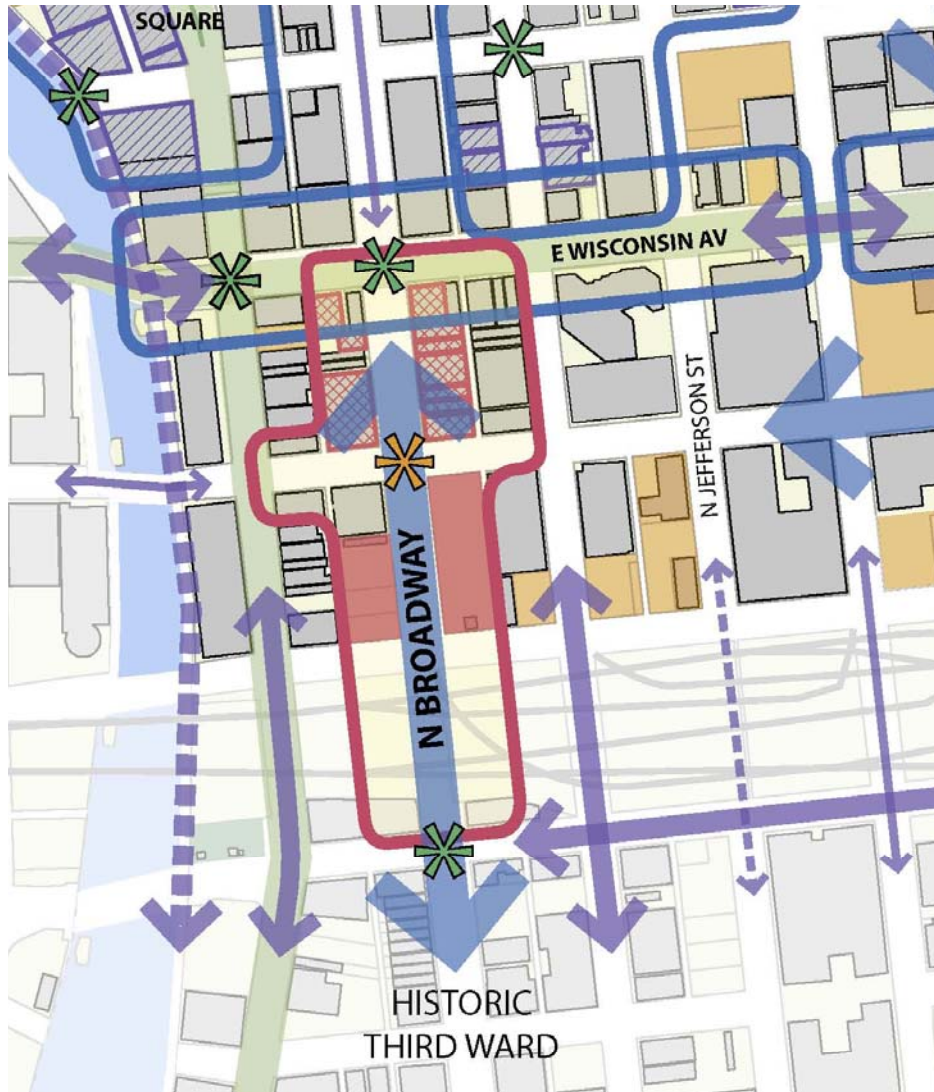


BROADWAY CONNECTION



Broadway Connection

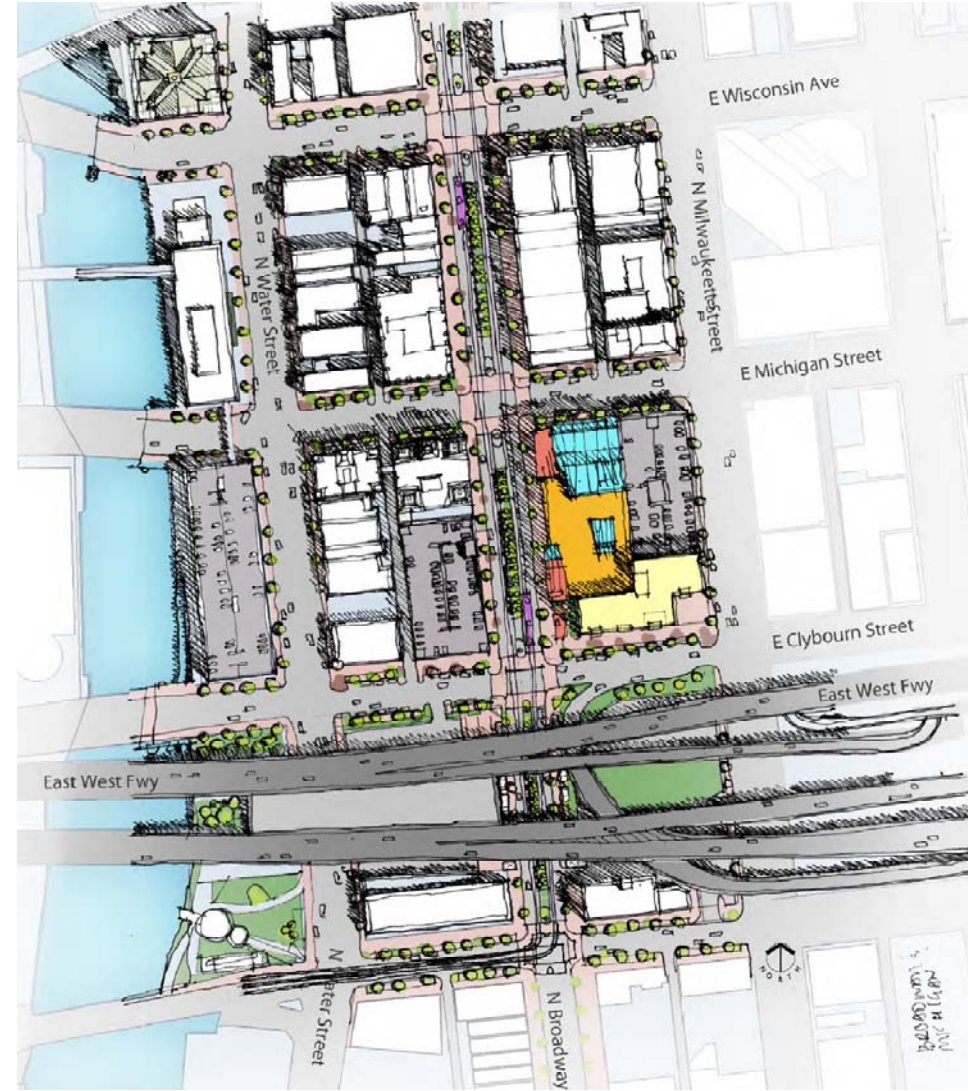
A retail or leisure-anchored mixed-use complex at Broadway and Michigan Streets linking Downtown and the 3rd Ward

This area contains the most historic collection of late 19th Century commercial buildings in Milwaukee. This Catalytic Project would encompass the following features:

- Combined with improvements under I-794, the project would create pedestrian continuity along Broadway from Wisconsin Avenue to St. Paul Street, establishing an effective retail and pedestrian link between Downtown and the 3rd Ward.
- The venue would establish an anchor or major attraction for the Downtown retail collection.
- The evening demand would utilize unused parking spaces in surrounding office garages, improving parking space efficiency.
- Effective streetscape, including a public indoor-outdoor wintergarden and a median on Broadway, would establish the complex as a central place in Downtown.
- A model streetscape installation would test the effectiveness of improvements that could be installed throughout Downtown over time.
- A new shared parking garage with ground-floor pedestrian-oriented uses would serve the historic buildings in the complex, including the Mackie, Mitchell, and Button Block Buildings as well as the historic row along Broadway between Wisconsin and Michigan.
- The exceptional visibility of the complex from I-794 could be enhanced with exciting electronic visual effects that promote both the complex and Downtown's nearby amenities.



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