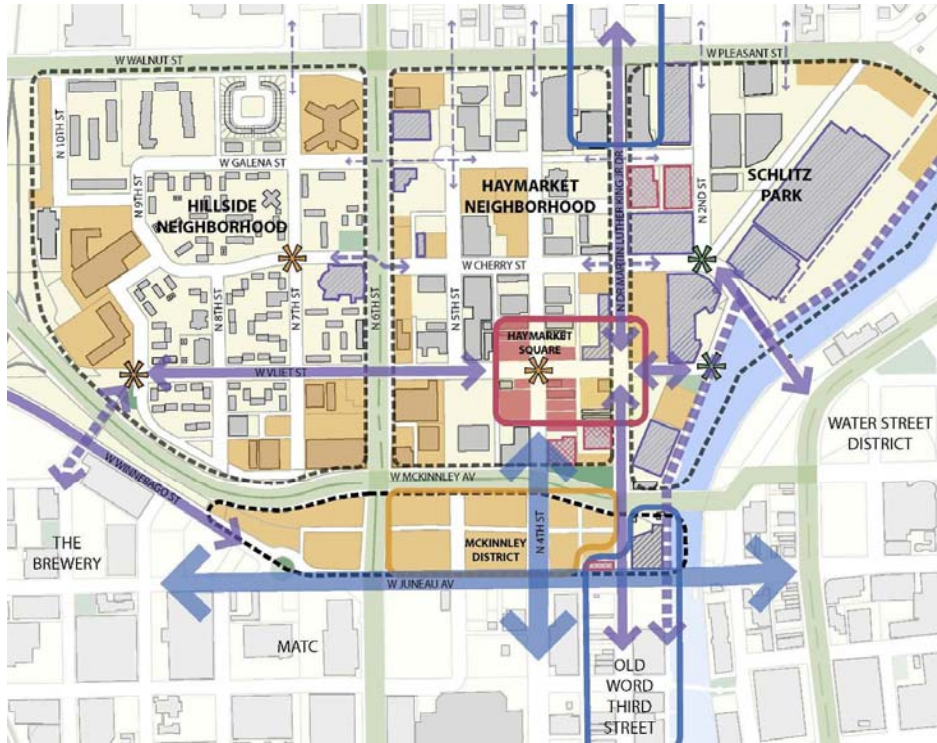


HAYMARKET SQUARE



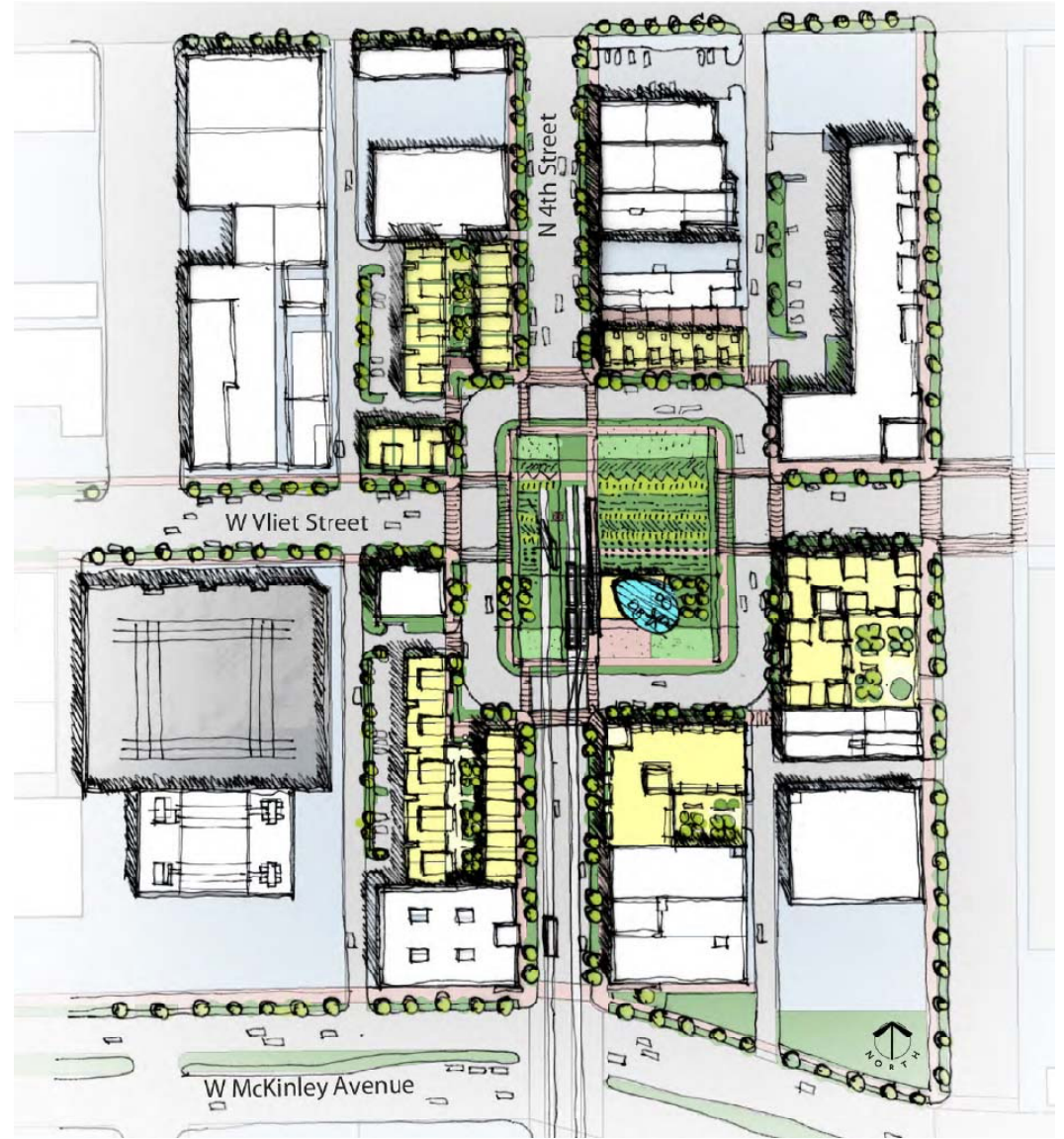
Haymarket Square

A central place for a new mixed-use neighborhood consisting of incubator businesses, live/work housing, and low-scale townhomes and six-flat walkup buildings with private yards.

- The Haymarket District will become a unique Downtown neighborhood emphasizing the qualities of individual participation and expression by mixing townhomes and small, 6-unit buildings with live/work housing and incubator businesses.
- Realigning both Vliet and 4th around “central square” results in a cluster of properties around the square with attractive development or renovation potentials for modest-scale residential-over-business uses.
- The intention for the new “Haymarket Square” is to stimulate further development, integrating townhomes and six-flats with entrepreneurial and arts- and crafts-related businesses to the west and north along pedestrian-dominant streets, alleyways, and midblock passages.
- A major impetus for both residential and business development in the Haymarket District would be the extension of the streetcar to a terminus at Haymarket Square. From here, future extensions could run west along Vliet to Fond du Lac Avenue and north along 4th Street to Walnut Street and Dr. Martin Luther King, Jr. Drive, north of Walnut Street.
- The Haymarket can offer a contrasting, lower-intensity environment to the high-density loft housing and offices in the 3rd Ward.
- The south edge of the District along the Park East Corridor could be marketed as the higher-density gateway to the Haymarket, containing four- and five-story residential buildings comparable in scale and character to Commonwealth Avenue in Boston.
- This location provides a convenient and direct pedestrian link to the Milwaukee Riverwalk to the east.
- Construction of the Square will also improve the potentials for redevelopment in the Park East corridor, between McKinley and Juneau, by increasing development activity on its “soft” edge to the north.
- Its “front stoop” character will be appealing to young professionals and forward-thinking people with young children as well as empty-nesters with an active, sociable, youthful lifestyle.



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