



October 12, 2010

Ald. Milele A. Coggs
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RiverWalk Project Connects Today at Council

The Common Council voted today to approve the extension of the RiverWalk, connecting the existing Beerline “B” RiverWalk at 306 E. Pleasant St., a project slated for completion in 2011. This portion of the RiverWalk makes up the northern most portion of the system. This segment is primarily residential in character and spans from the former North Avenue Dam south to approximately Juneau Ave. in the 6th Aldermanic District.

The City of Milwaukee launched the RiverWalk Initiative in 1988 to connect the natural current of the Milwaukee River with a current of business and leisure activities. The primary goal was to put a renewed focus on the river as a destination for residents, employees, and visitors alike.

“I’m happy to have the Council’s support on this project,” Alderwoman Coggs said. “Connecting to the RiverWalk at this location allows greater access to the 6th District and brings traffic to the businesses and development in the area. This can only help the growth of our district.”

The construction is partially funded by the Beerline Tax Incremental District (TID) and the RiverWalk will continue to be a partnership between riverfront business owners and the City of Milwaukee. Completion of this connective portion of the project creates a nearly two mile continuous segment of the RiverWalk project.