

RiverWalk



Goal

To complete the RiverWalk to further enhance the economic and marketability of all Downtown

Objective

- Continue the success of the first segments of the RiverWalk.
- Enhance the linkages between Riverfront venues.
- Enhance connections to the Historic Third Ward.
- Increase River usage.
- Extend RiverWalk to link with proposed Lake Walk.
- Encourage a broader range of mixed-use development to capitalize on a unique asset.
- Promote continued improvement in the River's water quality.

Benefits

- Economic development opportunities for more mixed-use development.
- Contribute to necessary open space as Downtown redevelops.
- Enhances businesses along sections already completed.

Responsible Parties

- Owners of Property Abutting the River
- Milwaukee RiverWalk District
- Historic Third Ward Business Improvement District
- City of Milwaukee
 - Department of City Development
 - Department of Public Works

Rationale

The initial phases of the RiverWalk have been

an extraordinary success, especially in warmer weather. RiverSplash draws increasingly larger attendance each year. When non-residents experience Downtown in such positive venues, they are predisposed to return for other events. Downtown must enhance its stature as a regional destination point.

Recommendations

Several more sections are currently under construction or proposed for immediate construction. The Plan supports extending the initial success to undeveloped edges. The RiverWalk should be extended in front of the train station redevelopment project, if the Post Office site becomes available. The Plan also recommends that the walk be continued along the south banks of the River in Walkers Point, to complement the Third Ward walk. Finally, the Plan recommends that the Third Ward segment link to the Lake Walk to enhance pedestrian access to the lake.

A conceptual plan for the Historic Third Ward RiverWalk has been prepared. This will enhance the Third Ward's connection with the rest of Downtown. The future extensions of the Riverwalk provide opportunities for more urban parks and a dynamic relationship to the water.

The initial RiverWalk plan designates water taxi stops. This transit system should be completed. Potential water taxi stops have been located along the length of the river. These will be catalysts for mixed-use development of restaurants, plazas, shops, housing and employment.

The design standards for RiverWalk light poles and fixtures, banners, railings, surface texture and the art displays are exemplary and set the standard that should be maintained in the future.



