The design of the seven public spaces are focused on the five primary senses. The first park, located off Juneau Avenue and adjacent to the Milwaukee River, is based on sight with a series of glowing orbs meant to pull people from Water Street to the new development. The second park, located north of Kilbourn in a new housing area is based on sound with water features and interactive instruments. A new tree grove located off Kilbourn Ave. in the hotel courtyard houses a grove of trees and fragrant flowers meant to stimulate the sense of smell.

Visitors to the site can also enjoy a series of bars and restaurants located in the lower levels of the hotel and residential units near the new arena and explore different tastes. A series of courtyards are created with the new development and filled with objects carefully constructed to be tactile, including a large pergola at the entrance of the residential courtyard. With over one million square feet of new residential space comprised of varying sized units and interactive features, the growth and density of the WestTown neighborhood will flourish.
proposed site plan
opposite from top: hotel
grove in courtyard south of Highland Avenue
entertainment zone at the corner of Highland Avenue and 4th Street.