Highland Avenue was the main focus of this scheme, which creates a boardwalk feeling along the street through the incorporation of trees, lights, and tactile materials. Concentrating on Highland was prioritized in an effort to promote more foot traffic from east of the Milwaukee River into the Westown neighborhood. An influx of new housing and retail space along Highland and State Street helps to increase the density of the area and ensure there will be ample numbers of pedestrians throughout the day, especially along the boardwalk.

The boardwalk, with its comfortable wooden seating, raised planters, and ample lights serves as the spine for the site from which multiple uses peel off, including new bars and restaurants, different shopping options, and access to the new arena for sports or other performances. The layout of the street is somewhat mirrored along 4th Street but is scaled back to allow room for the new streetcar and its necessary infrastructure. With these two streets serving as the axes, pedestrians can be comfortable as they move through the site.
site aerial from the west

opposite: sculpture in plaza at the corner of Highland and 4th Street