The redesigned Highland pedestrian bridge with its torquing design becomes the central link in connecting the new arena development to property east of the Milwaukee River. The path becomes Highland Avenue, which is open for vehicular traffic but stays centered on pedestrian use. Along the new path there is ample seating and access to a new bike share. As pedestrians continue to move south along Highland, they will encounter a designated space between 3rd and 4th Street has been allotted for farmer’s markets, food trucks, and light features, all meant to be engaging and slow people down as they move through the area. This public space terminates with a new restaurant that sits adjacent to the new arena, providing abundant outdoor seating and a rooftop deck to encourage people-watching. By focusing on the streetscape rather than the individual buildings, the design ensures ample care is given to the pedestrian in terms of scale, shade, light, and safety. As long as residents and visitors feel comfortable and active, they will continue to frequent the site, and the constant foot traffic will encourage a stronger neighborhood feeling.
proposed site plan
opposite: outdoor seating for a new restaurant on Highland Avenue