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A Report to WAM DC, LLC --Wisconsin Avenue Milwaukee Development Corporation--on the 2014 Creative Problem-Solving Process for the City-Owned Parking Lot at 4th Street and Wisconsin Avenue

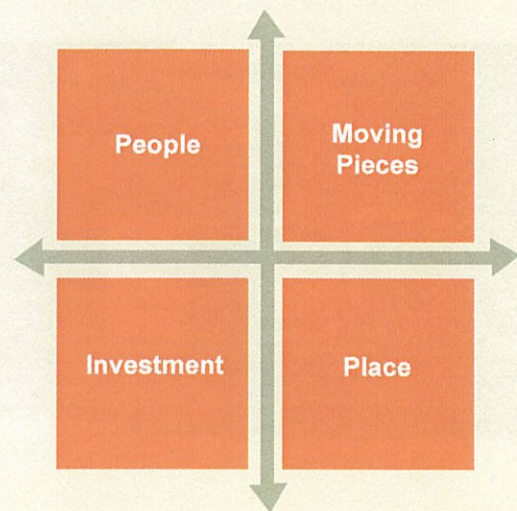
Presented by Creative Alliance Milwaukee in partnership with Translator, an experience design firm, and The Kubala Washatko Architects

January 2015



The discovery phase of the process revealed that the over-arching problem being solved for is **vibrancy** and that any solution must take into account four factors: **people, place, investment and moving pieces** (i.e., the changing landscape—literally—of the area due to planned and potential developments over the next several years).

4MKE Problem Identification



The process quickly revealed that it was impossible—and imprudent—to consider only the specific location of the city-owned parking lot. Effective and successful development and placemaking takes into account the context of the entire area. Thus, the scope of work done by CAM and its partners offers WAMDC, the City, developers and civic leaders a blueprint for revitalizing and enhancing the entire West Wisconsin Avenue area and is insightful information from which a developer of the **Grand Avenue** or a **new arena** would benefit.

The solution offered in this report reflects uses for the lot that incorporate best practices of creative placemaking, such as “lighter, quicker, cheaper” iterative installations that develop over time in response to user experience, rather than capital-intensive permanent construction.

The in-depth community-wide creative problem-solving initiative has fostered close collaboration between civic leaders and organizations, citizens, creatives, arts organizations, entrepreneurs, corporations, foundations, the Department of City Development, Common Council and the Mayor’s office, setting the stage to further establish robust public-private partnerships between local government, local and national corporations, local and national funders and the community at large around such initiatives in the future, and demonstrating a creative process to do so.



As an alternative to capital-intensive construction, adaptive reuse and temporary structures enable significant transformation with relatively minimal cost. LQC Light Development can transform underutilized spaces and a district’s identity, as well as attract more partners for long-term transformation.



GOALS 2&3

- Provide a place/experiences/ opportunities for people from all walks of life and backgrounds to come together.
- Be authentic and showcase that which is the best of Milwaukee—its arts, culture, creatives, heritage, history and people.

SOLUTION

- Programming to activate and enliven the site and W. Wisconsin Ave on an ongoing, year-round basis. The **4MKE Public Square** will feature performances of Milwaukee-based music, dance, theater, multi-media, performance art and more. This solution transforms the city-owned lot into a bustling beacon of community pride highlighting the vast and surprising spectrum of creativity in Milwaukee for both locals and visitors—especially those staying at the Hilton or attending a conference at the Wisconsin Center. The programming and atmosphere will set the tone to encourage grass-roots, community-driven performances and general piazza use during the times that planned programming is not taking place in the Square.
- Programming at the **4MKE Public Square** will be purposefully planned and coordinated to leverage, enhance and connect into the activities and promotions of the surrounding stakeholders such as Marquette University, the Hilton Hotel, the Wisconsin Center, neighborhood events and festivals and area restaurants, bars and retail.



GOAL 4

- Promote racial and ethnic harmony, as well as civic pride

SOLUTION

- Transformation of a location that our research demonstrates is considered to be no one's and activating it into a Public Square that is everyone's.
- **4MKE Public Square** is designed to bring people of diverse backgrounds together around the shared value of our creative culture and desire to promote and grow it. This project literally provides a platform to showcase our local creative talent at a neutral public gathering space at which all are welcome. It transforms a piece of urban blight into urban bright.

Bring people of diverse backgrounds together around the shared value of our creative culture and desire to promote and grow it.

MEASURES OF SUCCESS of the 4MKE Public Square

- People engaged in a wide range of activities and uses
- Diversity of ages and balance of genders, cultures and races
- People present in groups as well as alone
- Draws both residents and visitors
- Becomes a spontaneous meeting place/gathering spot for community celebrations.
- Utilized by/incorporated in to conventions and events at The Wisconsin Center
- Most parts of the designated Public Square area are used (there are few empty or unused areas)
- Well-used at all different times of day and week, even during poor weather conditions
- Its success can also be measured by other indicators, such as public displays of affection, comfort and safety, stewardship, and the way people share the space to engage in different activities packed tightly together.
- Funding, investment, media recognition and social media coverage are other forms of measuring success.



“The Downtown Milwaukee area is the economic hub of Southeastern Wisconsin. Since 2005, over \$2.6 billion has been invested in completed private and public projects, spurring a dramatic turnaround that has re-established downtown as a vibrant center of commerce.” The above map produced by BID 21 shows where growth is occurring.

Another downtown partner is NEWaukee. “Through NEWaukee, people (young and old) find a sense of place and a charge to take action to make Milwaukee the best city it can possibly be.”

In 2014, the company introduced the NEWaukee Night Market at 4th Street and Wisconsin Avenue, as part of Creational Trails: The Avenue. Creational Trails: The Avenue is a creative placemaking project on West Wisconsin Avenue led by NEWaukee in collaboration with the Greater Milwaukee Committee, the City of Milwaukee, MKE<->LAX, and WAM DC. The project was supported by ArtPlace America, the Greater Milwaukee Foundation, and other local businesses and agencies.

This once-a-month evening event in the months of July, August and September 2014 drew thousands of attendees and hundreds of vendors to the location, demonstrating that, despite people’s declared perceptions of the area, people will come to the location, spend money and have fun when given a reason to do so.

The 4MKE solution of a Public Square complements and will work in concert with the efforts of NEWaukee and Creational Trails.



December 1-February 28, 2016

- Fire pits and heat lamp seating areas
- Hot chocolate vending
- Christmas Market
- Broom ball rink (a simpler version of hockey that only requires street shoes, a ball, some cones and a broom for each team member) is a winter activity ready-made for hipster groups of friends, families, guys' night out, weekly leagues, tournaments and pick up games. The sport requires no gear, no advance planning and no special skills!
- Daily weekday coffee cart(s)
- Daily weekday food trucks (lunchtime)

March-May, 2016

TBD

Years Two-Five

A medium- and long-term strategic plan translates the lessons learned from these short-term interventions taking place June 2015 - May 2016 into a more mature vision and becomes a guiding framework for future development and investment. It also becomes a tool to attract additional partners. These plans could encompass:

- Detailed building and space programs for the medium and long-term ("interwhile" uses)
- Concept drawings and layouts for all key spaces
- tenanting and management strategies
- Future development steps
- Precedents and benchmarks
- Guidelines for public and private space design and management
- Expanded use of the lot



PROPOSED 4MKE PUBLIC SQUARE PARTNERS

- 4MKE committee members and curators
- 88.9 Radio Milwaukee
- African American Chamber of Commerce
- ArtSpin
- Boston Store
- City of Milwaukee
- Community Journal
- Community Newspapers
- Creative Alliance Milwaukee
- Department of City Development
- FLYE Entertainment
- Grand Avenue Mall
- Hilton Hotel City Center
- Hispanic Chamber of Commerce
- Journal Communications
- Marcus Corporaiton
- Marquette University
- Metro-Milwaukee Association of Commerce--FUEL
- Milwaukee Artist Resource Network
- Milwaukee Arts Board
- Milwaukee-based creative agencies
- Milwaukee Downtown/BID 21
- Milwaukee Public Library
- Milwaukee Redevelopment
- NEWaukee
- Plankinton building tenants
- Running Rebels
- Social X/Urban professionals organization
- Stakeholders
- TRUE Skool
- United Performing Arts Fund
- Urban Underground
- V100 radio station
- VISIT Milwaukee
- Westtown Association
- WisPark
- Wisconsin Avenue Milwaukee Development Corporation (WAMDC)



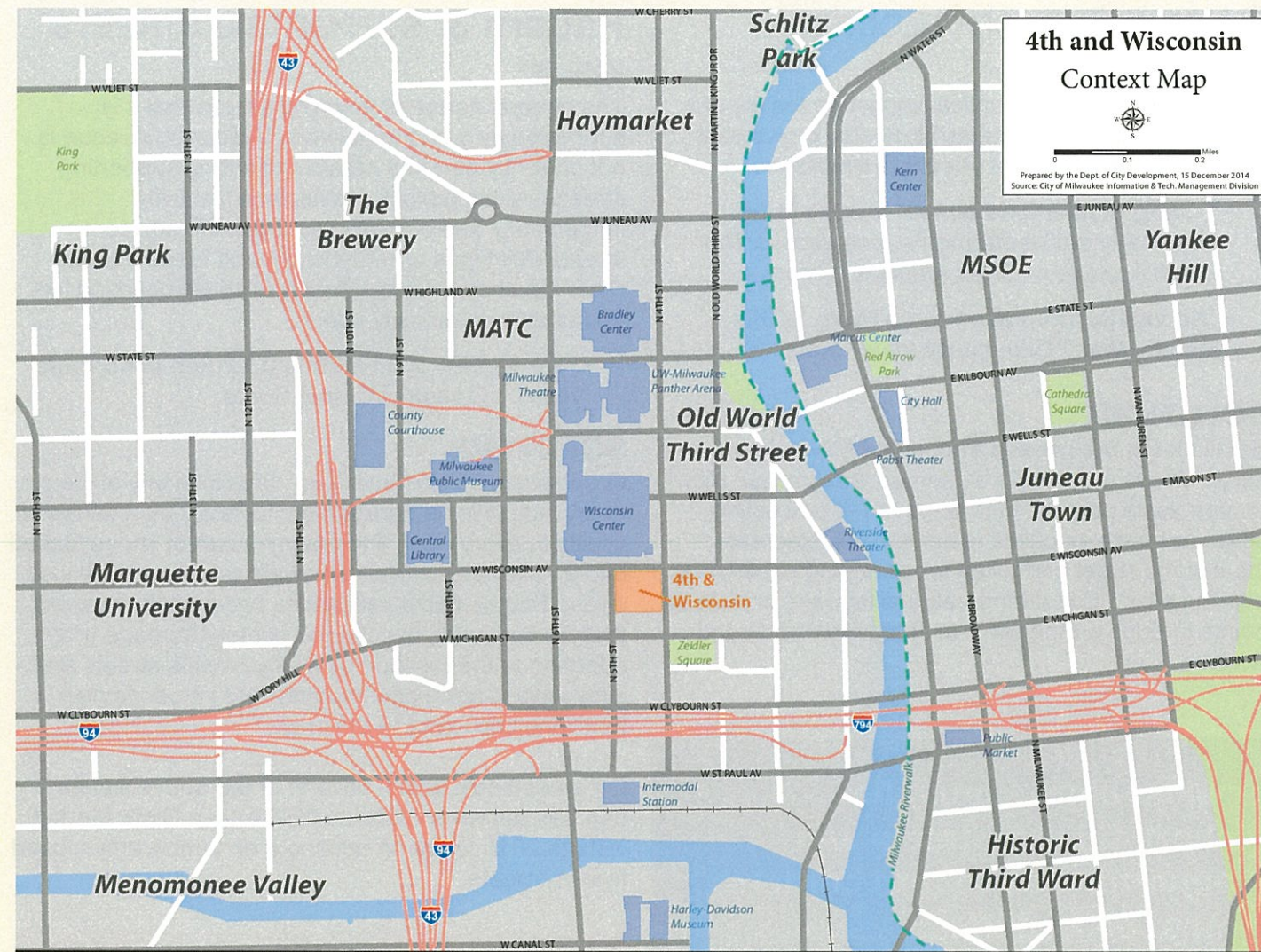
ADDRESSING THE AREA SURROUNDING 4TH AND WISCONSIN

As stated earlier in this report, numerous public and private sector organizations have been focused on the area surrounding 4th and Wisconsin.

For the **4MKE** creative problem-solving process, The Kubala Washatko Architects dedicated 10 months and the volunteer time of more than a dozen architects to conduct discovery for the place quadrant in the problem definition. Utilizing a process called pattern language to synthesize their discovery TKWA wrote six patterns.

One of the "Aha Moments" of the discovery and synthesis stages was when TKWA shared their findings with Translator and the **4MKE** creative team. As TKWA described the physical, built environment issues, the team realized that the perceptions and feelings the community had provided about the location in terms of lack of safety, "no there there," and an abundance of panhandlers and homeless were caused in large part, by the physical design problems of the area. For purposes of this report, we have included specific psychographic research input ("Community Input Quote") in quotes with each pattern to reflect this interconnection.

The synthesis of both psychographic and built environment discovery findings can be summarized as, "To heal 4th and Wisconsin, we must also repair its surrounding built environment."



Pattern 5: STREET AS A ROOM

ISSUE:

The street is often seen as a passage for vehicles instead of an environment for human activity. As a result, sidewalks become accessories to the street; storefronts are more like wallpaper than 3-dimensional places. Urban renewal efforts focused primarily on car convenience have left Westtown with streets that are unfriendly to pedestrian activity.

- “Lack of cohesive purpose, lack of vitality, skywalks, no residential density.”
Community Voices

SOLUTION:

Create a vibrant room around the street filled with pedestrian-scaled amenities. A street needs an active height equal to its width—this creates a rich and vibrant environment. Think of the entire volume as the street, paying attention to the ground, walls, and ceiling.

“Soon more and more people started coming and staying, populating the square throughout the day with people from the neighborhood who finally had a place to sit outside, read the paper, enjoy a cup of coffee, eat their lunch, or get some work done. It was a square that had been waiting for people and people who had been waiting for a welcoming public space.”— Project for Public Spaces site, regarding a public square in downtown Portland, Maine.

Pattern 6: EXPERIENTIAL DELIGHT

ISSUE:

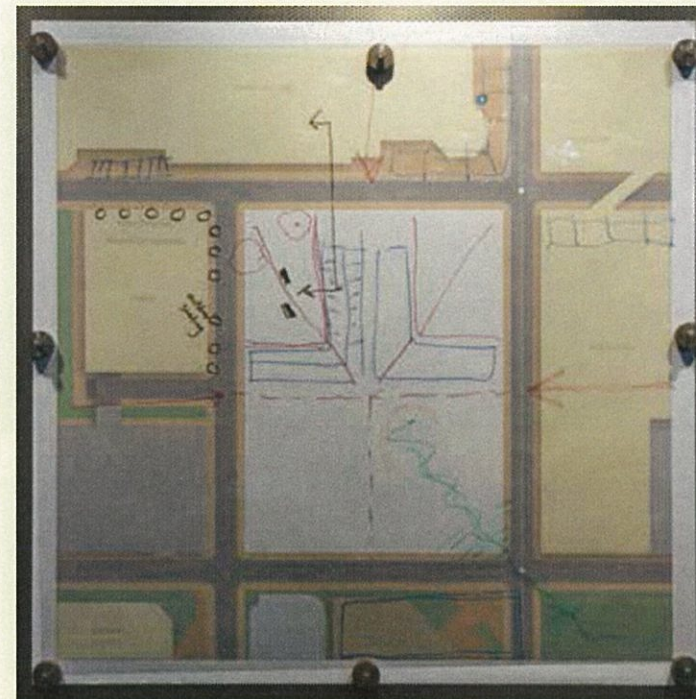
Wisconsin Avenue is a major artery in Westtown, but the experience of walking down it is anonymous and forgettable. Much of the street is scaled for cars, resulting in long stretches that feel monotonous at a walking pace. There are few reasons to pause, wander, or return to the area.

- “Lack of cohesive purpose, lack of vitality, skywalks, no residential density.”
Community Voices

SOLUTION:

Define the pedestrian experience of a street happens at the smallest scale. Factor all five senses into the emotional experience of a place to give it identity; paving texture, smells wafting from restaurants, sounds of music or children playing. Pause: Small niches outside the flow of traffic invite passersby to rest or engage in impromptu conversation. Wander: Multiple layers of activity encourage pedestrians to discover new routes or passages. Return: A bustling neighborhood overflowing with activity will inspire people to return again and again.

It is the flexible amenities that allow the space to evolve and draw visitors again and again.



Temporary public art creates a changing identity for a space that compels return visits.

Four Season City

Areas of downtown Milwaukee can be very vibrant during summer, but this drops off dramatically because of an assumption that no one wants to be outside in winter. Other cities with cold climates have managed to create an vibrant streetscape and many conference attendees believed that it could be possible here.

Greening Downtown

One recurring design element in every proposal was some form of green space. Even though there was no particular emphasis on green space in the six initial patterns, every group seemed to recognize the deficit of significant, usable, and attractive green space throughout the neighborhood.

Food Focus

Food appeared as a major issue in the discussion at each table. It became clear that the area lacks variety in food options. There is unmet demand for even a basic grocery store, however the need is more nuanced; a single solution won't suffice.

Intertwined Residences

In addition to the food issue, Westtown lacks a variety of residential options. Existing housing in the area is limited and feels disconnected with other activity. Many groups were seeking ways to intertwine residential elements with other types of uses.

Small-Scale Service

One aspect of vibrancy that several groups identified was the sense of community connection embodied by the interaction between local residents and small-scale entrepreneurs. Businesses that are locally owned and staffed (as opposed to national franchises that may appear to be small-scale) keep more of their earnings and expertise in the local economy. Participants felt that there could be a model of success for these service-oriented businesses.

Programming of the Square will be coordinated in conjunction with other area events and activities to leverage impact and reach, such as the NEWaukee Night Market and Westtown Farmer's Market, conventions taking place at The Wisconsin Center, activities or special events at the Hilton Hotel City Centre, as well as to highlight and incorporate all the existing businesses on the Avenue and supporting streets in order to further create and enliven a sense of community and place.

Part of the placemaking process is identifying the correct entity to maintain the site. A Memorandum Of Understanding will be developed with that entity once it is identified and has agreed to be the "eyes on the Square."

The City of Milwaukee Department of Community Development oversees City-owned properties and its commitment to the project has been confirmed by the Mayor's office and Department of City Development.

The opportunity now before WAMDC is to write a new story about what is the heart of downtown and who comes to dance to the beat of that heart.



"Squares are time-honored places around which whole neighborhoods and cities in every culture have developed. A movement is now afoot to re-establish public squares as major destinations where civic life flourishes."

PPS

PROJECTING AND PROMOTING A NEW IMAGE

Milwaukee is a thriving, creative, artistic city, among the top in the nation for per-capita donations to the arts. It has a rich, ongoing legacy of arts and culture that rivals any city of our size. But that's not always how people perceive Milwaukee, not even our own citizens. Specifically in regards to West Wisconsin Avenue, the psychographic research discovered that Milwaukeeans perceptions of the area largely don't match the extensive investment underway.

It's time to change the Milwaukee misperception. We want to broadcast the truth by shining a spotlight on and showcasing that which is the best of Milwaukee—its arts, culture, creatives, heritage, history and people. All of it. Not one artist with one project or one event event that brings tourists to town or residents to the site once. We want to showcase hundreds of Milwaukee artists strutting their stuff on an ongoing basis at a central downtown location: the **4MKE Public Square**.



The 4KE Stage provides a vital new audience development tool for arts organizations large and small and creates a neutral urban gathering place in a location that's currently not identified with any one demographic, and thus has the potential to be everyone's place. It kicks off a much-needed internal and external image campaign and spurs economic development by providing income for hundreds of local artists, drawing thousands of tourists and residents, generating economic development on/around the lot—craft biergarten(s), food trucks, micro-entrepreneurs, affordable housing--and helping retain our creative talent pool.

This project literally provides a platform to showcase our local creative talent in a part of town that is a "no man's land"



The **4MKE Public Square** is designed to address this image conundrum and to bring people of diverse backgrounds together around the shared value of our creative culture and desire to promote and grow it. This project literally provides a platform to showcase our local creative talent in a part of town that is a "no man's land," thus offering a neutral public gathering space that could become everyone's. It transforms a piece of urban blight into urban bright.

A comprehensive communications plan to promote the Public Square, programming and overall Milwaukee image will be developed and include:

- Advertising: TV, radio, print ads and PSAs
- Local, regional and national media relations
- Social media
- Community outreach through partner organizations/ participating creatives
- On-site interactive component using Instagram, Twitter, Facebook
- #MKEcreates campaign
- Community-wide keyword campaign

The campaign, paired with an actual location programmed with a diverse array of creativity to appeal to a broad cross-section of the community, is an authentic way to move Milwaukee from the facts of segregation and divide and perceptions about safety and being a scary and uncreative community to demonstrating the truth: that Milwaukee is a thriving, vibrant, diverse community. This vision for our community serves all four quadrants of the **4MKE** problem definition.

CHALLENGE EXPLORATION

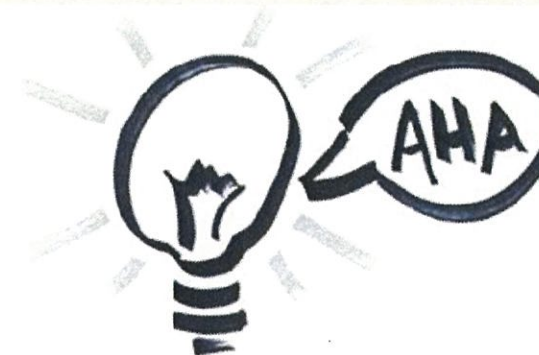
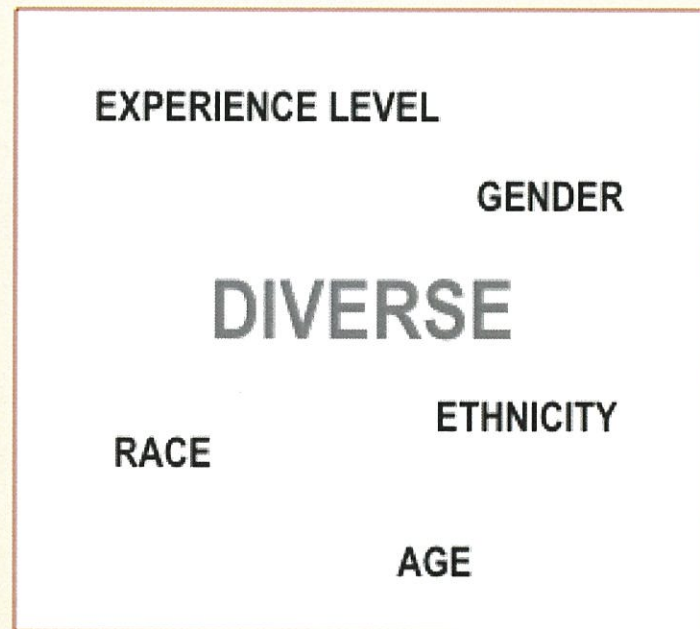
WHAT DOES A “DIVERSE, INTERDISCIPLINARY CREATIVE” TEAM LOOK LIKE?

The initiative to facilitate a creative problem-solving process for the city-owned surface parking lot at 4th Street and Wisconsin Avenue became dubbed **4MKE** to reflect that this was an initiative for all Milwaukeeans.

At first blush, the challenge or problem to be solved was to come up with ideas for a vacant lot. The opportunity was actually much greater: it was an opportunity was to

The opportunity with the process WAM DC authorized was to do things differently than they’ve been done in the past, starting with engaging the considerable talent of a cross-disciplinary representation of Milwaukee’s creative community at the outset of the project in order to foster a more innovative solution, employing a disciplined but flexible process, and perhaps most important, allowing extended time for that process and its stages to unfold, to iterate and to reach a wide and diverse cross-section of the community and stakeholders.

The opportunity with the process WAM DC authorized was to do things differently than they’ve been done in the past.



It's not just about what goes at 4th and Wisconsin; it's about how problems get solved in our City.

Design and implement a city-wide interdisciplinary creative problem solving process that reflects the diversity of both the creative community and Milwaukee as a whole.

The 4MKE Core Creative Team:


- Ashley Brandt, coordinator, Creative Alliance Milwaukee
- Ben Koller, Our MECCA
- Brad Pruitt, Filmmaker
- Cindi Thomas, co-founder, Translator
- Chris Socha, TKWA
- Dan Casanova, Department of City Development
- DJ Willie Shakes
- Emily Callaghan, Director of Innovation Learning, Johnson Controls, Inc.
- Jill Morin, author, activist
- Joan Johnson, Deputy Director of Public Services, Milwaukee Public Library
- Maggie Jacobus, executive director, Creative Alliance Milwaukee
- Mark Fairbanks, co-founder, Translator
- Megan McGee, executive director, Ex-Fabula
- Montreal Cain
- Philip Martin, Flye Entertainment
- Rayhainio Boynes, aka Ray Nitti, Flye Entertainment, international recording artist
- Reginald Reed, Clever Entertainment
- Richard Dorbin, photographer
- Robert Baker, Executive Director, League of Young Voters
- Sara Meaney, Managing Director, BVK
- Todd Broadie, independent contractor
- Tom Kubala, TKWA

Input was gathered from the broadest group of citizens possible:

- 1000+ participants via various input mechanisms
- 500+ participants in dialogue sessions
- Over 100 online surveys completed
- 100 in-person surveys completed
- 12 individual key stakeholder meetings

The location of 4th and Wisconsin has historically been part of the heart of downtown, but it's one that stopped beating decades ago. The psychographic discovery process quickly uncovered a collective positive memory of that once-beating heart and a shared desire for a vibrant downtown once again. In between past and future, however, is a present that most see as derelict and depressing, but one that is not hopeless.

What also emerged early on was clarity around the opportunity of who the site could best be developed for: the community at large, as the perception is that there is no such "public square" for the community. This site, if handled correctly, could become a gathering place for all Milwaukeeans, across race, age, profession, religious belief or ethnicity, a rarity in Milwaukee. This concept was put to initial test in the summer of 2014 with the NEWaukee Night Market.

Intercepts, behavioral research and additional captures during Work2Do Event at 88Nine and NEWaukee Night Market

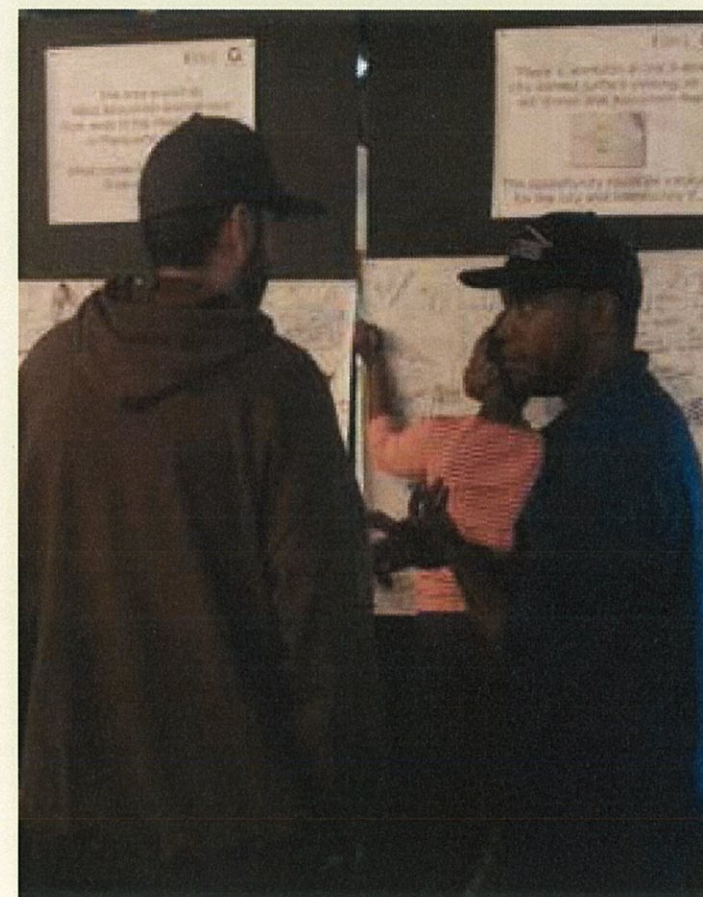
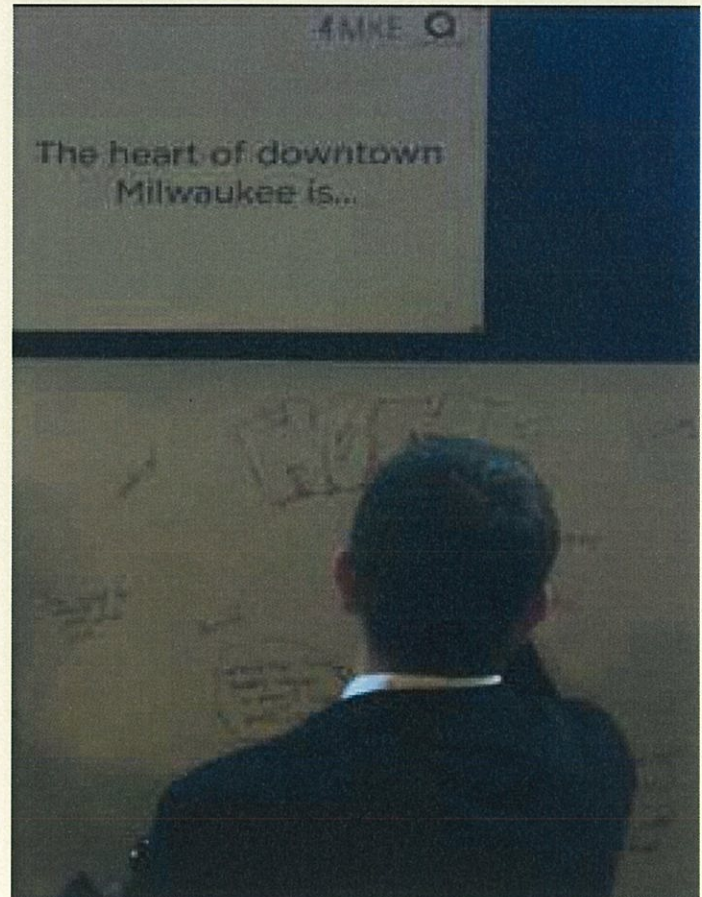
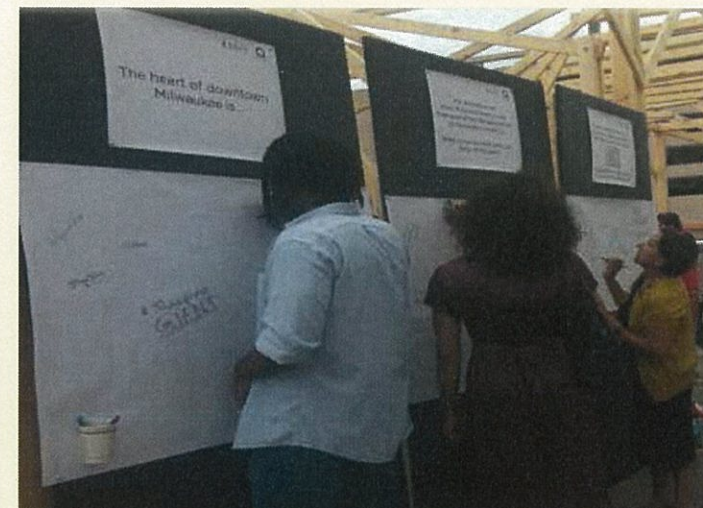
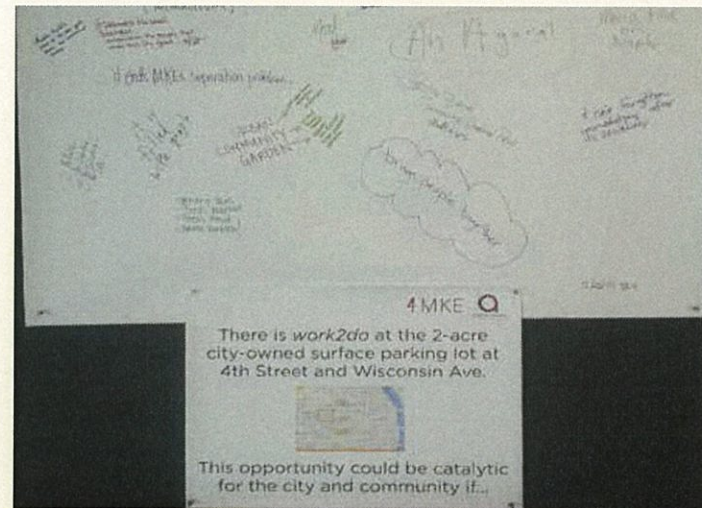
Survey w/ residents of Library Hill and Boston Lofts

Community dialogue sessions with Hispanic and African American communities facilitated by Zeidler Center for Public Discussion

More than 1,700 members representing a wide cross-section of the community had the opportunity to provide their input into the 4MKE discovery process.



A PROBLEM DEFINITION





SYNTHESIS, IDEAS, ITERATION

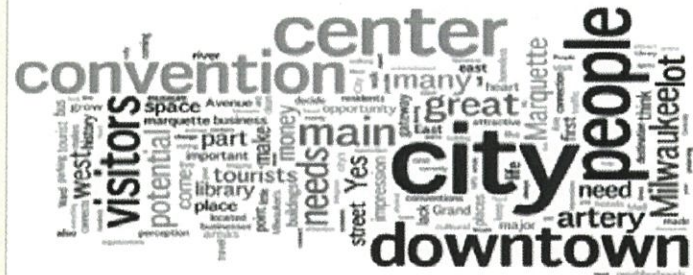
This stage of creative problem-solving is the bringing together of the discovery and generating as many ideas as possible.

A large portion of this part of the process was conducted at the 2014 creativeMilwaukee@work Summit workshop presented by TKWA, with upfront discovery also presented by Translator.

Each quadrant of the identified problem went through the discovery and the synthesis/ideas/iteration phases and each quadrant was also taken into consideration when crafting the recommended solution. The **place** quadrant discovery and synthesis was detailed previously in this report on pages **XX-XX** via the pattern writing by TKWA.

Following is the synthesis by Translator of the psychographic data from 1700+ citizens resulted in the following findings and key take-aways:

A lot of attention is being placed on improving West Wisconsin Avenue. Do you think the area is important? Why or Why not?



“It’s a place waiting to happen.”

Key Takeaway:

Face or Heart? These are distinctly different lenses from which to approach solutions.

What would you like to see developed there?



- “Can be an artery again—library, convention center, shopping...”
- “Heart of downtown, historical prominence, front door to visitors, potential economic impact.”
- “It is the face of Milwaukee to hundreds of thousands of convention attendees who are wondering what Milwaukee is all about.”
- “This has always been the main street of the city. It should be our crown jewel.”
- “We welcome hundreds of thousands of convention delegates, tourists and locals to the area each year, and this main artery is an embarrassment to our city in its current condition. While our border neighborhoods continue to develop—Third Ward, East Town, Walker’s Point, the city turns a blind eye to the original Grand Avenue.”

SYNTHESIS, IDEAS, ITERATION:

Investment & Moving Pieces

Understanding the **investment quadrant** was addressed with in-person interviews with key stakeholders, developers, city planners, and Department of City Development representatives. Following is the synthesis of that discovery:

The consensus is that residential density is a key to vibrancy in area.

Residential density will support and drive retail investment.

Retail amenities also support residential development in a "virtuous circle".

Abatement of concerns such as safety and ease of parking also support development.

- Possible Target Residential Audiences
 - College Students (Marquette)
 - 25-35 years of age Demographic
 - Downtown Workers
 - Retirees

Each of the above audiences has desired amenities, some of which are listed below. Each of amenities has specific residential and worker density requirements that need to be met before investment occurs.

- All Residents and Workers
 - Coffee shop
 - Bars
 - Restaurants
- Residents
 - Groceries
 - Gas Station
- Workers
 - Errand based shopping

Additional issues are safety concerns and parking.

The element of **moving pieces** would prove to become the driving quadrant in the approach the team took to solutions. Due to the fluid and shifting landscape surrounding the lot, including the recently purchased but unknown future use of the former Shops of Grand Avenue, the unknown location but impending construction of a new arena, a proposed expansion of The Wisconsin Center, as well as an uptick in development, particularly housing, on the Avenue, it became abundantly clear that this is not the time to propose, much less undertake, a long-term solution for the site. Until the other major moving pieces are determined and their impact measured, the lot is best kept activated, but nimble in use, design, infrastructure and investment for the next five years or so. This is actually in keeping with creative placemaking best practices as well as other leading schools of thought such as experience design and even lean start-up. Creating minimal viable product (MVP) or, in placemaking parlance, lighter, quicker cheaper (LQC) designs and allowing the development to be both iterative and responsive to the people, place, investment and moving pieces, is both the most prudent and the most forward-thinking approach to developing the lot.



SOLUTIONING

The point in the creative problem-solving process in which all the previous stages inform a solution is often called “solutioning.”

Solutioning is the point in the process that people naturally want to jump to first. We are a society that believes we need to have the answers and if we don't, that we are wrong or failing. In fact, part of the discipline of a process like creative problem-solving is being comfortable in the discomfort of not having an immediate answer.

Solutioning is an iterative process that's continual, getting refined as discovery informs it, problem identification puts parameters around it and synthesis starts to drive it.

As pointed out earlier in this report, creating a permanent solution has proven to be premature, based on the discovery and proper problem identification, demonstrating the value of process.

Solutioning began in earnest in fall 2014, taking into account the synthesized findings of the four quadrants, plus test opportunities with the three Night Markets produced by NEWaukee at the location throughout the summer. Solutioning cast a wider net at the 3rd annual creativeMilwaukee@work Summit, during which TKWA led a packed room of about 100 participants through solutioning using the initial six patterns that need to be considered or rectified in order for any solution—short- or long-term—at 4th and Wisconsin to be successful.

The recommended solution for the city-owned parking lot located on the SW corner of 4th Street and Wisconsin Avenue is a piazza-style Town Square.

Milwaukee's 4MKE Public Square fulfills on the goals set out at the beginning of the project, as shared previously in this report:

GOAL

- Generate revenue to reinvest in the site/facilities and spark economic development/investment throughout West Wisconsin Avenue and the surrounding downtown

SOLUTIONS

- Encouragement of micro-entrepreneurship, including coffee carts, food trucks, and kiosks of artisanal, made-in-Milwaukee products.
- Encouragement of micro-developers and partnership with KIVA ZIP and possibly with OpportunitySpace.
- Attraction of local and national funding from foundations and corporate sponsors.
- An iterative series of lighter, quicker, cheaper (LQC) activities and infrastructure beginning in June 2015 that, over a span of approximately two years, progressively becomes more developed, permanent and utilizes more of the lot space, based on user experience evaluation.

GOALS

- Provide a place/experiences/ opportunities for people from all walks of life and backgrounds to come together.
- Be authentic and showcase that which is the best of Milwaukee—its arts, culture, creatives, heritage, history and people.

SOLUTION

- Programming to activate and enliven the site and W. Wisconsin Ave on an ongoing, year-round basis. The 4MKE Public Square will feature performances of Milwaukee-based music, dance, theater, multi-media, performance art and more. This solution transforms the city-owned lot into a bustling beacon of community pride highlighting the vast and surprising spectrum of creativity in Milwaukee for both locals and visitors—especially those staying at the Hilton or attending a conference at the Wisconsin Center. The programming and atmosphere will set the tone to encourage grass-roots, community-driven performances and general piazza use during the times that planned programming is not taking place in the Square.
- Programming at the 4MKE Public Square will be purposefully planned and coordinated to leverage, enhance and connect into the activities and promotions of the surrounding stakeholders such as Marquette University, the Hilton Hotel, the Wisconsin Center, neighborhood events and festivals and area restaurants, bars and retail.

GOAL

- Promote racial and ethnic harmony, as well as civic pride

SOLUTION

- Transformation of a location that our research demonstrates is considered to be no one's and activating it into a Public Square that is everyone's.
- 4MKE Town Square is designed to bring people of diverse backgrounds together around the shared value of our creative culture and desire to promote and grow it. This project literally provides a platform to showcase our local creative talent at a neutral public gathering space at which all are welcome. It has the potential to be a catalytic place and space for Milwaukee.

THANK YOU

THANK YOU to the funders of the 4MKE creative problem-solving process conducted by Creative Alliance Milwaukee, including WAM DC LLC and the Greater Milwaukee Foundation

Photography Provided By Richard Dorbin

Report Designed By Sasha Avrutina

